

ABOUT TOWNE ALLPOINTS

Towne AllPoints provides direct marketing, digital on-demand printing and fulfillment services nationwide. Founded in 1953, Towne AllPoints celebrates 60 years of helping businesses reach customers with creative, efficient and effective marketing communications through business-to-business and consumer sales channels.

While the speed of business and communication has increased over time, Towne's guiding principles of customer-first orientation and service excellence are timeless. Over the years, thousands of organizations have asked Towne to execute a broad spectrum of successful marketing campaigns.

Towne has assembled the most effective technology and expertise to achieve customers' goals. With more than \$5 million worth of printing, inserting, binding, tabbing and postage equipment, Towne also carries 90,000 square feet of inventory space used to store customers' products awaiting fulfillment mailings.

With clients such as AIG, Nespresso, Toshiba, Disney and many political campaigns and measures, privately-held Towne AllPoints produces nearly 500,000 mailed items or fulfilled mail-in orders every day with more than 110 employees and an additional 50 temporary workers as needed.

BRIEF HISTORY

Towne was founded in 1953 as Towne Advertisers Mailing Service, deriving its name from Towne's first location; The Old Towne Tavern, which was located in a shopping center in Long Beach, California. Through the years, Towne has thrived from its signature customer service, while innovating along the way. Towne led the industry with the first inventory management system, pioneered electronic management and ordering of customer documents and is believed to have been the first in Southern California to provide fulfillment and traditional print and mail services all under one roof.

In 1973, Jerry Monroe assumed role as CEO. He would champion the "customer-first" approach and innovative style that has defined Towne through the years. He led the company through various economic phases, spearheading the expansion to the headquarters in Santa Ana, California in 1979, featuring a 125,000 square-foot facility.

In 1998, Towne created AllPoints Communications Network, adding specialized niche suppliers to round out its full-array of services supporting direct response communications. Later, Towne formally changed its name to Towne AllPoints Communications to reflect the expansion in its facilities, capabilities and presence nationally. Through these collaborative efforts, Towne led the development of guiding customers to "touch" audiences with communications that are "fresh, flexible and exciting."

Towne AllPoints introduced a refreshed brand and logo in 2012, simplifying its corporate name. Featuring a global circle, the new logo symbolizes the full spectrum of direct response and fulfillment services that Towne has become.

In February 2014, Debora Griffith was named CEO after serving as General Manager since 2011. Later that month, Towne's faithful, fearless leader of 41 years, Jerry Monroe, passed away after complications suffered from a stroke.

Moving forward, Griffith says Towne AllPoints will continue its hallmark "customer-service" approach, seeking businesses and campaigns who want a strategic advantage in the direct response and fulfillment arena. The challenge, she says, is being engaged early in the product, packaging and creative development processes to avoid the "spraying and praying" technique.

"We take our client's businesses seriously," says Griffith. "The sooner Towne is brought into the planning of a new product or campaign roll-out, the better we can deliver the benefit of our 60 years of experience in the industry."

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