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FROM MAILROOM TO CEO: 60-YEAR-OLD DIRECT MARKETING INSTITUTION APPOINTS DEBORA GRIFFITH TO LEAD MASS MAILER INTO THE FUTURE

"Towne AllPoints Was Built On Legacy of Service, Innovation," Griffith Says

SANTA ANA, Calif. (April __ 2014) -- Debora Griffith stuffed envelopes for Towne AllPoints as a Garden Grove High School graduate, and now she leads the 60-year-old direct marketing and fulfillment institution based in Santa Ana as the new Chief Executive Officer.

Griffith takes the torch handed off by Jerry Monroe, who led Towne AllPoints for 41 years and passed away February 17, 2014 at the age of 70 due to complications suffered from a stroke. Towne AllPoints, which mails more than 60 million pieces every year, was founded in 1953 and believed to be Orange County's first mass mailing direct marketing and fulfillment company.

As CEO, Griffith said she plans to continue Towne AllPoints dedication to customer service and delivering on time, every time.

"Towne AllPoints was built on a legacy of customer-focused service and innovation," said Griffith who brings significant experience in various executive roles and industries since her envelope-stuffing days. "I will carry on that legacy of listening to clients and helping them achieve their goals by creating the most efficient means to reach them."

With clients such as AIG, Nespresso, Toshiba, Disney and many political campaigns and measures, privately-held Towne AllPoints produces nearly 500,000 pieces of direct mail or fulfilled mail-in orders daily with more than 110 employees within its 125,000 square-foot facility.

Griffith said Towne AllPoints plans to expand its stable of services, providing everything a company needs to attract customers through direct mail offers and fulfilling ordered shipments. The challenge, she says, is being engaged early in the product, packaging and creative development processes to avoid the "spraying and praying" technique.

"We specialize in taking time to understand our clients' businesses so we can deliver a strategic advantage," said Griffith who earned her MBA from California State University-Monterey Bay. "The sooner we become involved, the better. We have talented, dedicated and highly-experienced professionals who can bring ideas into realities."

ABOUT DEBORA GRIFFITH

Griffith has served various roles at Towne AllPoints since starting "on the tables" collating and stuffing envelopes. In 1998, she was hired as Fulfillment Department

Manager, and later helped clients as Account Executive and working on special projects during a time she was commuting from Oregon. In 2007, she returned to Towne AllPoints full-time, taking on the role of Business Systems and Solutions to help turnaround sales in the lagging economy. In 2009, she was instrumental in establishing a new strategic partnership that extended Towne's geographic reach and capabilities. By 2011, Griffith was asked to oversee all operations as General Manager.

An avid golfer, Griffith is a four-time club Champion at Wilshire Country Club, and qualified for the Women's Mid-Amateur in 2006. Griffith is also passionate about raising awareness for organizations supporting cancer research. Later this year, she will participate in the Avon Breast Cancer Walk, September 6-7 in Santa Barbara, walking 26 miles on the first day and 13 miles on the second. She also supports Best Friends Animal Sanctuary, and has been married to her husband for 27 years.

More information about Towne AllPoints is available at towne.com.

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