Contacts:
Princeton Fulfillment Solutions: Meghan Verdon, 212-481-2826; mv@leachcommunications.com
W.A. Wilde: Ed Marino, 508-429-5515; emarino@wilde.com

PRINCETON FULFILLMENT SOLUTIONS AND W.A. WILDE
FORM JOINT VENTURE

New Alliance to Increase Capacity and Broaden Coverage for Customers

PRINCETON, NJ AND HOLLISTON, MA, March 31, 2009 -- Princeton Fulfillment Solutions, LLC and W.A. Wilde announced today that they have formed a joint venture that will be called Princeton Wilde Fulfillment Solutions. Through this joint venture, the clients of Princeton Fulfillment Solutions and W.A. Wilde will reap the benefits of mutual access to the resources of both enterprises, in what both organizations are calling a dramatic gain for their respective futures. Bernheimer Associates of Wellesley, Massachusetts assisted with the transaction.

As part of the agreement, Princeton Fulfillment Solutions will assume majority ownership of the Ohio operations of W.A. Wilde. Located just outside of Cincinnati, Ohio, the 141,000 square foot facility was newly constructed in 2008 and features full color POD digital printing, on demand book/booklet publishing, continuous/cut-sheet, simplex and duplex, high resolution laser printing, and a full service lettershop. The fulfillment capabilities of the Ohio facility include literature, product and premium fulfillment plus Point of Purchase and Point of Sale display assembly.

Princeton Wilde Fulfillment Solutions will engage in business development, production and information technology ventures, providing its respective customers throughout the U.S. with increased capabilities and improved service options.

"By assuming management responsibilities for the W.A. Wilde Ohio operation, Princeton Fulfillment Solutions has taken a second critically important step in its mission to provide clients with a geographically dispersed, distributive digital print and fulfillment solutions model," said

Manny Ortiz, chairman and CEO, Princeton Fulfillment Solutions, LLC. "Our clients can look forward to increased speed to market and lower distribution costs."

"The joint venture with Princeton Fulfillment Solutions is very strategic for W.A. Wilde," said Tom Wilde, CEO of W.A. Wilde Company. "We believe this is a first step toward broader market coverage and increased market penetration. It also allows Wilde to leverage its strong Information Technology and Operational capabilities. Our teams work well together and we believe the value to our respective customers will be very apparent as this relationship develops."

About W.A. Wilde

Founded in 1868, W.A. Wilde has evolved from a small publishing company into New England's largest direct marketing solutions provider. W.A. Wilde provides a comprehensive suite of direct marketing services, including strategic account planning, creative development, integrated media research and acquisition, interactive design, e-marketing, turnkey direct mail production services, database management, and fulfillment services. In addition, the company holds a cutting-edge position in digital asset management and currently offers its clients a host of web-based marketing tools as well as highly customizable print-on-demand capabilities. Wilde is based in Holliston, MA. For further information, please visit http://www.wilde.com.

About Princeton Fulfilment Solutions, LLC

Princeton Fulfillment Solutions is a leading provider of eBusiness solutions offering fully integrated print-on-demand, custom software application development, fulfillment and direct mail services. Its clients include Fortune 500 and emerging growth companies across multiple industries, including publishing, pharmaceutical, consumer goods, agricultural, financial and educational services. The company develops and implements fully integrated B2B and B2C client solutions that lower costs, decrease cycle times and increase profitability. Princeton Fulfillment Solutions is headquartered in Hamilton, NJ, with an operational hub in Mercerville, NJ. For more information, visit http://www.princetonfulfillment.com.

#   #   #