

MEDIA KIT

your needs our purpose

K/P Corporation

FACT SHEET

K/P Corporation and Raine Media provide comprehensive marketing solutions and consulting services that empower marketers to drive revenue, lower costs and continuously improve marketing ROI. Supporting critical links in the marketing supply chain, K/P delivers integrated print, direct mail, fulfillment, point of sale, database management, marketing response management, and multi-channel marketing services, and specializes in robust client data security processes, infrastructure and systems. With 80 years of direct marketing experience, K/P understands how to extract the most value from every marketing program for maximum benefit to the top and bottom lines. Customers such as Nordstrom, Starbucks, Chevron, Kaiser-Permanente and Microsoft trust K/P to design, implement and measure complex marketing and communications programs.

Headquarters:

K/P Corporation, 12647 Alcosta Blvd., Suite 425, San Ramon, CA 94583

Telephone: (925) 543-5200

Email: contact@kpcorp.com

Number of Locations:

- 6 locations in California, Washington, Oregon, and Utah
- Networked manufacturing facilities with print, mail and fulfillment services across the U.S.
- Two world-class data centers

Certifications:

- ISO 9001:2000 for manufacturing; and SAS70 for data compliance
- Forestry Stewardship Council (FSC) Certification

Web Site: www.kpcorp.com and www.rainemedia.com

Founded: 1929, Private ESOP Company

Revenues: 2008: \$60 million

Number of Employees: Approximately 400 full-time employees

Number of Customers: Over 600 total including 10 of the Fortune 100

Industries Served:

- Financial Services
- Retail
- Technology
- Telecommunications
- Hospitality
- Health care
- Medical and medical device
- Insurance
- Entertainment

Company Offerings:

Advisory and Systems Integration Services:

- Campaign execution (W2Print, W2Mail, W2X/X2W)
- Response management (Web, Call Center, FOD, BRC)
- Response analytics (Reports, Dashboards, Business Intelligence)
- Decision support (Consulting, Systems Integration, Budget Management)

Outbound Marketing Expertise

- Creative Services
- Campaign Development
 - Digital Design and Production
- Marketing Supply Chain e-commerce Portals
- Data Management
 - List Acquisition and Data Hygiene
 - Digital Asset Management
 - Database Integration (CRM)
- Direct Marketing
 - Integrated Direct Marketing
 - Direct Mail and Email Marketing
- Print
 - Offset (1:many) and Digital (1:1)
 - Print-on-Demand Solutions

Inbound Marketing Response Expertise

- Internet Development
 - e-commerce Portals
 - CRM Database Integration
 - Campaign and Marketing tools
- Response Management
 - Web Response (pURLs)
 - Email, BRC, Fax, Phone
- Fulfillment
 - Literature and Product
 - Kitting and Assembly
 - Domestic and International Shipping
- Integration
 - Lead Management
 - Closed-loop CRM Programs
 - Call center applications

THE TEAM

Constantly evolving, innovating and improving upon our services and products, K/P people help our customers succeed. We live up to our values. We deliver. And we take pride in what we do.

Corporate

Joe Atturio	Chief Executive Officer and President
Thomas Middleton	Chief Information Officer

Sales and Marketing

Brett Olszewski	Chief Sales and Marketing Officer
Joe Hollandsworth	Vice President, Sales
Ed Millett	Vice President, Sales
Lawrence Hsu	Vice President, Marketing Solutions
Jill Gardner	Vice President, Sales Operations

Operations

Paul Braverman	Chief Operations Officer
Dave Bates	Vice President, Salt Lake City Operations
Orlando Boleda	Vice President, Washington Operations
Ed Blain	Vice President, San Leandro Operations
Glenn Morgan	Vice President, Sacramento Operations
Keith Whittier	Division Director, Salem
Roberta Morris	Division Director, Stockton

Bios

Joe Atturio Chief Executive Officer and President

Joe is the Chief Executive Officer and President of K/P Corporation headquartered in San Ramon, CA. After serving as K/P's Chief Financial Officer, for five years, he assumed the role of CEO and President in September 2009. Under his leadership, K/P has strengthened its customer focus by developing industry-leading integrated marketing solutions. Before coming to K/P in 2004, Joe worked for Pacer International, Inc. as Vice President and Controller during a period when Pacer completed over a dozen acquisitions, a successful public stock offering, and grew sales from \$100 million to over \$1.5 billion. In his role at Pacer, in addition to traditional Controller's responsibilities, Joe was heavily involved in conducting due diligence on prospective acquisitions, and in the integration of accounting and administrative functions of acquired companies. He also worked closely with private equity investors and banks in the financial planning for potential transactions. Prior to joining Pacer, Joe worked in various finance, accounting and operations roles in the transportation industry.

Thomas Middleton Chief Information Officer

As Chief Information Officer, Tom has overall responsibility for the strategy and delivery of Raine Media's Marketing Services Platforms including software development efforts, customer satisfaction and technology initiatives for our Fortune 500 customers. Tom also leads K/P Corporation Digital Production Workflow, ERP teams, CRM, SaaS implementations and automated workflows for the Raine and K/P enterprise. With more than 24 years of experience in the technology industry, Tom has held executive positions in software development, professional services, marketing communications and technology management companies. Prior to joining K/P Corporation in 2005, Tom co-founded CTS Computer Imaging. While there, CTS installed one of the first digital 4 color printing and publishing systems offered in the United States. During the late 90's, Tom worked for IBM Printing Systems Worldwide Sales Support. While at IBM, Tom led a diverse team in which his responsibilities included managing tradeshow logistics, marketing support for digital 4-color presses, developing variable data applications and solution selling for IBM's books-on-demand offerings.

Brett Olszewski Chief Sales and Marketing Officer

As K/P Corporation's Chief Sales and Marketing Officer, Brett has overall revenue responsibility for the organization. He oversees Marketing operations including market analysis, segmentation, offering definition, company branding, campaign management, and public relations activities. Additionally, Brett directs a sales force covering multiple geographic regions, major accounts and service offerings to meet changing market and competitive conditions. A strong practitioner of process, he employs a CRM infrastructure for managing and accelerating the sales cycle and measuring customer satisfaction, retention and advocacy. Brett joined K/P in 1993. His hands-on responsibilities include strategic business planning, multichannel marketing, closed-loop supply chain execution, national account management, technology consulting and program launch/management. Brett has led a variety of Fortune 500 account teams employing the practices and processes K/P offers clients: get efficient to reduce total cost of marketing operations and get effective by making data actionable to significantly improve the ROI of marketing spend.

Paul Braverman Chief Operations Officer

Paul has responsibility for K/P Operations which includes manufacturing and shared services. He brings over 25 years of experience to K/P, including an extensive background in operations, quality and business management. Paul joined the company in 2002, working on strategic account planning and management, and leading the client services organization at K/P San Leandro. In 2005 he was appointed Vice President of Supply Chain Services before taking on his current assignment in 2006. Prior to joining K/P, Paul worked for Modus Media as a Global Supply Chain Manager. In that capacity, he was responsible for several outsourced global supply chains in the technology sector, leading business management and supply chain optimization teams in Asia, Europe and across North America. Previously at Modus, Paul led the California Business Management organization, and was also Materials Manager. Paul spent the first fourteen years of his career with RR Donnelley, working first as a paper buyer then advancing to management roles in procurement, production control and client services.

ABOUT K/P

Known for professional excellence in direct marketing tools, fulfillment, printing, and direct mail; K/P is continually evolving to meet our customers' needs as the leading resource for strategic marketing solutions. Building our clients' brands in today's fast paced environment depends on more than how the message goes out. K/P not only prints and distributes top quality materials for our customers, but also gives them the information they need to continually make better marketing decisions.

K/P started as a printing company almost 80 years ago and has successfully expanded and evolved its core competencies to include complementary direct mail and fulfillment services, web-based applications, and custom program solutions – all designed to give our clients a clear competitive edge when it comes to their marketing supply chain.

In 2004, K/P Corporation acquired a new division: Raine Media. Raine Media is a *boutique direct marketing firm* that offers advisory and systems integration services for Enterprise Marketing departments. Raine builds the “bridge” between the trans-promo and marketing communications with a unique mix of science, analytics, and communications technology demonstrating excellent results in high value-add customer acquisition campaigns. Similar to K/P, Raine Media is focused on Healthcare, Financial Services, Retail, Insurance and High Tech industries.

Mission

K/P's mission is to provide our customers with effective direct marketing and outsourcing solutions. Using our knowledge of business processes in concert with a wide range of inbound and outbound capabilities from creative services through to response management; K/P has the latest technologies clients need for fulfillment, mailing, and printing services. We are committed to constantly improving our products and service quality, promoting teamwork and trust with our customers and suppliers, and maintaining our positive work environment.

Core Values

K/P Corporation opened as Knapp Printing in 1929 in Salem, Oregon. The family-run business quickly earned a reputation for dependability, quality products and civic involvement. Founder Jim Knapp's goal for the company was to build a thriving business with a commitment to three core values for its employees and for the company as a member of the community.

- First, each person in the organization must fully accept responsibility and take pride in the excellence of their work.
- Second, each employee and the company as a whole must be committed to communicating with intellectual honesty – to our customers, community, and ourselves.
- Third, the company recognizes that the result of a successful career is the relationships our employees build with each other and our customers.

Locations

San Ramon - Corporate

12647 Alcosta Blvd.
Suite. 425
San Ramon CA 94583
Phone: (925) 543-5200
Fax: (925) 543-5252

Sacramento

3700 Seaport Blvd.
West Sacramento CA 95691
Phone: (916) 371-4600
Fax: (916) 375-8244

Seattle / Washington State

555 Monster Road SW
Renton, WA 98057
Phone: (425) 227-5400
Fax: (425) 204-6305

San Leandro

13951 Washington Avenue
San Leandro CA 94578
Phone: (510) 351-5400
Fax: (510) 351-2555

Stockton

1134 Enterprise Street
Stockton CA 95204
Phone: (209) 466-6761
Fax: (209) 466-3638

Salem

3150 Kettle Court, SE
Salem OR 97301
Phone: (503) 364-0175
Fax: (503) 363-0971

Salt Lake City

2000 West 2300 South
Salt Lake City UT 84119
Phone: (801) 972-6150
Fax: (801) 973-7534

Salt Lake City

3295 West California Avenue
Salt Lake City UT 84104
Phone: (801) 994-2045
Fax: (801) 994-2050