

K/P Corporation Names Joe Atturio Chief Executive Officer and President

San Ramon, CA, — September 10, 2009. K/P Corporation today announced the promotion of **Joe Atturio to Chief Executive Officer and President and his appointment to the K/P Corporation Board of Directors.** Atturio succeeds Susan Kelly who recently left the company to pursue other professional opportunities.

“On behalf of K/P Corporation’s Board of Directors, it gives me great pleasure to announce the appointment of Joe Atturio to the position of Chief Executive Officer and President of K/P Corporation,” said Jim Knapp, Director, K/P Corporation. *“An experienced K/P executive, Joe embodies the core values that K/P Corporation was founded on: the belief in practicing intellectual honesty; accepting total responsibility for his area of accountability; and recognizing that the hallmark of a successful career is the admiration that remains among fellow workers, customers and suppliers at the end of one’s career.”*

After serving as K/P’s Chief Financial Officer for over three years, Atturio assumed the role of CEO and President earlier this month. Under his leadership, K/P strengthens its customer focus and industry-leading integrated marketing solutions. He started with K/P in 2004 in Finance. Before coming to K/P, Atturio 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 Atturio was also 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, Atturio worked in various finance, accounting and operations roles in the transportation industry.

About K/P Corporation

Headquartered in San Ramon, California, K/P Corporation is a leading provider of 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. For more information please visit <http://www.kpcorp.com>.