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K/P Corporation

for immediate release

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K/P Corporation expands digital equipment base to satisfy growing demands for integrated marketing solutions

SAN RAMON, Calif. – July 18, 2006. K/P Corporation, the leading provider of strategic marketing solutions, today announced a plan for \$2 million in new digital equipment and infrastructure to be installed during the second half of 2006. The plan includes four new digital presses being installed in California and Washington. The equipment, in addition to software solutions currently being piloted, will allow K/P customers to enjoy more targeted and effective marketing programs while simultaneously reducing the costs they incur throughout their entire marketing supply chain.

The new equipment means substantial increases in the digital capacity of the company while bringing K/P to the cutting edge of digital automation and process control and compliments existing digital and short-run offset equipment. The new integrated workflow will increase speed and reduce costs for our customers, from campaign concept to delivery, while introducing new benefits such as improved color calibration.

“Our customers’ needs have driven our development plans, including the acquisition of this new equipment, and with this latest round of equipment and software improvements, we are able to create increased competitive advantage for our clients,” said Susan Kelly, President and CEO of K/P Corporation. *“We are now able to provide Fortune 1000 companies with a best-of-breed platform for managing all of their marketing materials, from sales collateral to fully-customized 1-to-1 direct marketing campaigns.”*

K/P has shown that the typical large scale enterprise customer implementing a marketing supply chain solution could save up to 37% of its print related costs by centralizing the management of all of their brochures, sell sheets, manuals, and corporate identity materials. The new equipment will allow customers to see even greater savings. In addition, customers will be able to configure, customize, and launch sophisticated segmented and personalized marketing campaigns from a secure web application – drastically improving flexibility and speeding up the time to market.

ABOUT K/P CORPORATION

K/P Corporation provides strategic marketing and branding solutions to Fortune 1000 companies. Offerings include direct marketing services and business process consulting, along with a wide range of fulfillment, mailing, and printing services that help customers implement complex marketing and communication programs. K/P leverages technology to enhance its services and streamline digital transactions. K/P's corporate headquarters is based in San Ramon, California.

For more information about K/P Corporation, visit kpcorporation.com

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