



FOR IMMEDIATE RELEASE

**Polaris Direct Celebrates Fifth Anniversary
and Reflects on Incredible Growth and Success**

Hooksett, NH – June 19, 2008 – Friday, June 20th will be a day of celebration for the employees of Polaris Direct, a high-volume direct mail lettershop serving national companies and marketing agencies. It is the fifth anniversary of the women-owned firm and a day that signifies all the hard work and energy that has gone into making the company the success it is today. The day will feature a company barbeque and is an opportunity for the staff to be rewarded for their devotion and hard work.

Polaris Direct was launched in June of 2003, by founders Judith and Joe Maloy and Suzanne and Tom Lampognana. Since then the company has seen a great transformation. Today, Polaris Direct has 88 dedicated employees with gross revenues in excess of 43 million. “One of the strategies to our success has been our diversified base of customers. No one customer represents more than 20% of our business. This helps keep our company running smoothly even in economic downturns,” states Judith Maloy. Polaris Direct was ranked by DiversityBusiness.com as one of New Hampshire’s top women-owned businesses.

The fifth year anniversary accomplishment can be attributed to the value-added service that Polaris Direct provides its customers. This, plus the constant focus to stay up-to-date with technology is what separates Polaris Direct from the competition. Polaris Direct is centered around loyalty to its customers and strives to offer quality lettershop services to its clients.

A defining aspect of Polaris Direct is a focus on the needs of its employees as well as the surrounding community. Polaris Direct works hard to maintain employee satisfaction and this has been a major factor in the company’s success. In fact, 12 employees will be celebrating their fifth year at Polaris Direct as well. The company is well known for providing numerous sponsorships to local events, plus their services and insight to various non-profits. In the past year, Polaris Direct was awarded the Citizens Bank, “Not Your Typical Business Award” presented by the New Hampshire Business Review.

Polaris Direct is always looking to the future and is constantly seeking opportunities for expansion. In 2004 the company initiated a strategic alliance with NorthStar Direct located in Manchester, New Hampshire. Northstar Direct provides high-volume direct mail printing and is a great counterpart to the company. Polaris Direct is hoping to expand in 2008 with similar strategic partnerships as well as vertical market growth initiatives.

About Polaris Direct

Polaris Direct is a full-service direct mail and lettershop company headquartered in Hooksett, New Hampshire with a sales office in metro New York. The company specializes in high volume direct mailings. As a full service supplier, Polaris Direct provides pre-production planning, consultation in mail piece design, data processing, laser and ink jet imaging, lettershop / bindery production, card affixing, forms printing, and match mailing. Polaris Direct is also a certified member of the Women’s Business Enterprise National Council (WBENC).

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