



## **Polaris Direct Receives MFSA Award for “Best Company Website” at the 2010 Annual MFSA Conference in Charleston, SC**

Hooksett, NH – June 4, 2010 –Both Director Judith Maloy and President and COO Joe Maloy were among those who attended the Mailing and Fulfillment Services Association (MFSA) Annual Conference held June 2nd to June 5th in Charleston, SC. The conference, in the words of the MFSA, is a forum “where industry leaders converge to learn, share, discuss opportunities and take the industry in an exciting new direction.” The conference brought in speakers and panelists to discuss the challenges and opportunities in the direct mail and fulfillment industry today.

A highlight of the conference for Polaris was the reception of the “Chairman’s Website Award”, given in recognition of the best company website. “We are proud to be recognized by our industry for our marketing expertise and creative design of Polaris Direct’s new website”, said Judith Maloy, Director, responsible for the company’s marketing efforts. This was great news for Polaris, who recently redesigned their website to include links to their Facebook, Twitter, and LinkedIn profiles. You can access their website at [www.polaris-direct.net](http://www.polaris-direct.net).

### **About Polaris Direct**

Polaris Direct is a full-service direct marketing services 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).

### **About MFSA**

MFSA is the national trade association for the mailing and fulfillment services industry. For more than 88 years MFSA has been working to improve the business environment for mailing and fulfillment companies and to provide opportunities for the learning and professional development of the managers of these companies.

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