

MERIDIAN

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Meridian Announces the Acquisition of Courier Printing, Rockford, IL

For Immediate Release

November 18, 2011

Rockford, Illinois: Meridian, the largest locally owned print service provider in Winnebago County, announced today that it has acquired Courier Printing, Rockford, Illinois.

Courier Printing, founded in 1971 by Bob Corirossi, is a full service offset printing company centrally located in Rockford, IL serving the Northern Illinois area including Chicago. Bob Corirossi owner of Courier Printing commented, “ We have long admired the Meridian business model and are so excited to offer our customers all of the capabilities, technology, fulfillment, kitting and digital storefront solutions that Meridian has to offer. We are looking forward to being a part of the future and having the financial strength and resources of Meridian.”

“Meridian is a technologically innovative company which will further expand our capabilities and footprint in the Midwest as we continue to build on our industry leading position, “ commented Bob Chanson, President and CEO of Meridian. “ We believe Courier is an attractive company that fits our acquisition strategy. Meridian plans to retain all 17 Courier employees increasing our number of employees to a total of 60 at both locations, with plans to add additional members to our sales and service team.

“Meridian plans to integrate the Courier production facility complementing Meridian customers with additional large format offset presses adding speed, capacity and gaining cost reductions for our customer base, “commented Bruce Vorel, Vice President, Operations. “ We will continue to invest and develop a marketing program that incorporates data analytics to develop web, mobile and print based marketing strategies such as web-to-print applications as well as targeted marketing utilizing trigger based personalized URLs and QR Codes.

“Meridian plans to continue its strategy of growth through acquisitions and the growth of Meridian Promotions. We will continue to hire new employees, invest in new equipment, and adding additional products due to increased demand for these services, “ stated Bob Chanson, President and CEO of Meridian. “We are a growing regional company committed to the Northern Illinois and Southern Wisconsin areas.”

“Meridian’s new image demonstrates our leadership and focus in a dynamic marketplace,” stated Bruce Vorel. “We print, manage, and fulfill our customers’ needs with the same founding company leaders and experienced employees. Meridian is a regional marketing company with a national presence.”

About Meridian

Meridian is an evolution of over 40 years in industry experience along with cutting edge, user-friendly technology. This combination of integrated services gives us the ability to embrace solutions to a diverse customer base. Meridian provides traditional commercial print, direct marketing, digital print labels, Wide Format, POP, posters, banners, and much more.

The significant growth of Meridian Promotions allows us to provide a strategic approach to integrating company apparel programs, customer loyalty initiatives, employee recognition incentives and Trade show display products.

Meridian Promotions creates a positive customer experience, increasing the recognition people have with the brands we serve. We are a leading designer and manufacturer of promotional products with innovative storefront solutions.

Meridian's customer centric approach, knowledge and experience have enabled the company to operate as a turnkey solutions provider for the healthcare, manufacturing, retail, financial and hospitality industries.

Meridian's main production facility, along with our award winning staff, is located outside Chicago, IL with three distribution centers strategically located nationwide. We are a leading print management company in the Midwest and we look forward to working with you.

Please visit our new website www.meridian-direct.com to learn more.

For more information, Contact:

Robert Chanson, President, CEO

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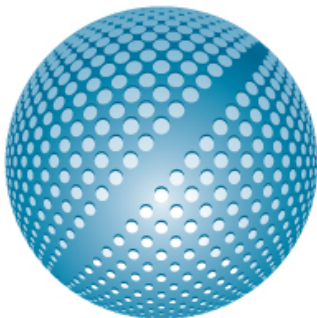
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