

NEWS RELEASE

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ACCESSPLUS DEMONSTRATES STRONG SECTOR-SPECIFIC EXPERTISE AND SECURES TWO NEW MULTI-MILLION POUND CONTRACTS

Print management and business communications specialist, AccessPlus has begun the summer on a positive note securing multi-million pound contracts with the MS Society (MSS) and Greenwich Leisure Limited (GLL). The two contracts, signed towards the end of Q2, are the latest wins for AccessPlus in the not-for-profit sector. They join a growing client list of charitable organisations including Macmillan Cancer Support, further demonstrating the strength of AccessPlus's offering in this specialist sector.

The GLL contract covers an extensive range of print-related requirements from traditional print jobs such as corporate and brand collateral to wrist bands, uniforms, membership cards, banners, outdoor advertising and promotional items for the organisation's 55 leisure centres across greater London.

Says Ruth Thomas, Business Development Manager, AccessPlus: "GLL are a very progressive organisation with ambitious growth plans for the future. Given GLL's geographically distributed sports centre locations, single source print management services are an extremely effective mechanism for providing consistency, quality and control across this network. Coming at a time when GLL is expanding rapidly, AccessPlus is able to provide part of the company backbone at a time of exciting change. This is a perfect time for GLL to switch to a comprehensive print management solution, as we can help streamline their internal print management processes and reduce costs immediately. This will help to ensure they have strong foundations on which to grow their business.

"Winning the GLL account is a great result for AccessPlus. We were up against a number of our competitors and have been chosen as the sole print management supplier for the whole organisation moving forward. GLL said they were very impressed with our technology solutions and the level of our experience in the non-profit sector.

And it was these factors that were also the key to AccessPlus's three year print management contract with the MS Society. Says Kevin Pembroke, Business Development Director of AccessPlus: "We have been appointed to manage all of the Multiple Sclerosis Society's print from production right through to campaign delivery. Again, what they saw in AccessPlus was a strong technology offering backed by a team with vast industry experience who are committed to proactive, professional service."

Pembroke says the MSS contract includes the printing and management of all the organisation's operational print, direct mail, marketing collateral and other promotional campaigns, as well as fulfilment, stock control and logistics to ensure effective, consistent campaign delivery on an ongoing basis.

"We had a strong pitch team that really demonstrated the depth of our offering right through the print management chain from strategic marketing services consultancy to logistics, fulfilment and campaign delivery. This comprehensive service is a great asset to AccessPlus and our customers, who see the considerable benefits of going with a print management company that can offer a full end to end solution."

Concludes Jason Cromack, CEO, AccessPlus: "Both of these contracts once again demonstrate the importance of specific sector knowledge in the management of print. All sectors have unique attributes and we are fortunate to have a great team of specialists right across an extensive range of industry sectors. This enables us as a company to cross-fertilise and offer our customers the best print management practises."

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