

Contac announces global expansion

Vancouver, Canada, Dec. 9, 2008 — Contac, Canada's largest direct marketing, print and fulfillment services company, announced today its expansion into the European and Asian markets with the opening of offices in London, Dusseldorf and Beijing in the first quarter of 2009. The three new offices are part of Contac's strategy to establish a strong local presence in major markets outside North America and to increase international business for the company's personalized direct marketing production and distribution services in the travel, entertainment, automotive and gift card market sectors.

Jens Thraenhart, Contac's International President for the European and Asia Pacific regions, is overseeing the new offices and will be based in Beijing. "Now Contac will be able to better service our North American clients worldwide," said Thraenhart. "Our local presence overseas overcomes a number of challenges including language barriers, costs and distribution time. It also allows Contac to increase our client base abroad."

Backed by a longstanding reputation for fulfillment and delivery of marketing collateral for the travel sector and 30 years of experience serving North American markets, Contac's European and Asian offices enable Contac to better meet the evolving needs of key market sectors overseas.

"It's very encouraging that we've now reached a point where we require a local dedicated business development and sales team to focus on the increasing demand," said Riaz Pisani, Contac's President and CEO. "Contac is confident that customers will benefit by our expanded presence in Europe and China, especially our existing cruise line clients in the Asian market. Due to the tremendous interest expressed in our products and fulfillment services thus far, we expect to rapidly increase our installed base and brand awareness in these growing markets."

Contac has already established positive ongoing relationships in the UK to support its customers' direct marketing needs in Europe. In 2005, the company formed a strategic partnership with the dsi Group, a globally recognized specialist in personalized print and communication production. Through this partnership Contac is able to ensure customers receive outstanding service abroad.

Contac believes the overseas expansion will create significant opportunities for its travel customers who have multiple locations around the world requiring marketing collateral fulfillment. "Contac can now create, produce and deliver customized marketing materials efficiently under one umbrella, passing on the cost savings to clients," said Pisani.

The world of marketing is changing and companies are realizing that reaching target markets in a meaningful and relevant manner has become increasingly challenging. Contac not only manages logistics for clients but also provides integrated and interactive business solutions that give companies a greater return on their marketing investment.

"Contac enables companies to reach their customers through a range of direct marketing products such as personalized websites, direct mail, SMS and highly customized print products," said Thraenhart. "These products are created from our innovative database-driven technology and distributed using a state-of-the-art logistics infrastructure that leverages our global logistics partners to ensure unrivalled fulfillment service for customers around the world. We are extremely excited to expand this service in Europe and Asia."

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About Jens Thraenhart

Recognized as one of the Top 25 Extraordinary Sales and Marketing Minds in Travel and Hospitality by the Hospitality Sales and Marketing Association International (HSMAI) in 2004 and 2005, Thraenhart has over 15 years of international hospitality marketing and operations experience. Most recently he was Executive Director of Marketing Strategy and Customer Relationship Management for the Canadian Tourism Commission where he oversaw e-marketing, campaign management, customer relationship management, and previously with Fairmont Hotels & Resorts where he led the company's Internet Strategy. He has been a Contac board director since the beginning of 2008 and brings a strong background in branding, e-business, and social media, as well as leveraging best of breed technologies, agencies, and experts from all over the world in order to help clients create strong relationships with customers through engagement and service innovation.

About Contac

Contac (www.contacservices.com) is Canada's largest direct marketing, print and fulfillment company specializing in personalized 1to1 communications that build brand and customer loyalty. Originally founded in 1978 as a third party logistics company for the travel industry, Contac expanded its services to become the only single-source solution in North America to produce and deliver personalized 1to1 marketing seamlessly. Today the company provides the highest quality production, lowest cost and fastest distribution of marketing collateral to major brands around the world. Headquartered in Vancouver, B.C., Contac has facilities in Toronto and Montreal, and will open regional locations in 2009 in Europe and Asia to ensure a complete service for overseas customers.

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