

FOR IMMEDIATE RELEASE:

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Colortech Inc. Introduces Their New Mailing Capabilities.

Lebanon, PA January 24, 2008 - Colortech Inc. has added in-house mailing services to their list of capabilities. Colortech can now print, finish, and mail their customer's product under one roof.

In addition to the actual mailing, they also provide mailing-list generation and preparation services. These services include generation of a mailing list based on customer criteria, CASS Certification, and National Change of Address (NCOA^{Link}) to ensure that their customers have the most up-to-date addresses available at the time of mailing.

These services provide Colortech's customers current addresses even for the people who have recently moved. They also help prevent re-mailings by correcting the addresses before the initial mailing. Reducing the number of undeliverable mail pieces lowers costs and allows for a more timely and efficient mailing process.

Colortech's new mailing service is a great marketing tool for its customers. These mailings generate sales and orders, drive traffic to your store or web site, promote interest in a new service or product, and can build or increase brand recognition. Accurate and up-to-date mail lists also allow for minimum printing and postage costs.

Colortech will work with its customers to determine a mailing solution best suited to meet their needs.

About Colortech Inc. - Colortech Inc. is a full-service printer with offset and digital printing and mailing capabilities.

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