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**FOR IMMEDIATE RELEASE**

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## **DIRECT MAIL APPLICATION GREATLY IMPROVES RESPONSE RATES**

Cenveo to Demonstrate Repositionable Notes at DM Days, New York

**ENGLEWOOD, Colo., June 21, 2005** – Cenveo™, Inc. (NYSE: CVO), a leading provider of visual communications, today announced its' launch of Repositionable Notes, a direct mail application that can be positioned on the outside of any envelope or postcard and then reapplied to refrigerators, day planners, filing cabinets, computers, or telephones. In addition, Cenveo also has the capability to not only print Repositionable Notes, but to apply them during the fulfillment process prior to mailing. Cenveo will be demonstrating various applications of Repositionable Notes at DM Days, New York, booth number 516, June 28-30, 2005 at the Jacob K. Javits Convention Center, New York, NY.

Repositionable Notes have a variety of direct mail applications and are very effective at targeting personalized offers to customers or prospects since the notes can be digitally printed with variable data during addressing. In addition, Repositionable Notes are an economical and reusable product carrying a very small surcharge for periodicals or standard mail. Repositionable Notes are available in white, blue, or yellow and can be printed in one to four-color process.

### **U.S.P.S. Cites Examples**

Ideally, Repositionable Notes are most effective when the offer contains a message that should be saved including an event date, coupon, or toll-free number; and in fact, case studies conducted by the United States Postal Service indicate that Repositionable Notes can increase response rates as much as 40%. In one study, a twice-monthly newspaper coordinated with the U.S.P.S. to promote a local restaurant with a coupon, printed on a Repositionable Note, that contained an offer for free entree or discount that could be applied to any item of equal or greater value. The notes' performance were an unqualified success for the newspaper and their advertiser, yielding a redemption rate that was 7 times higher than the restaurant's regular coupon advertising program.

In another example, an organization that markets educational material to the medical industry wanted to increase response rates for their next direct mail campaign, while lowering their production costs. Using a standard size envelope, printed in black and white only, the campaign relied on Repositionable Notes as the main attention-getting device. By calling attention to their offer with a Repositionable Note, the company lifted their response rate by over 45% with numerous reports that many of the recipients placed the Repositionable Note on their computer as a reminder to call the company.

Effective April of 2005, Repositionable Notes were approved for use on all letters, cards, large envelopes, magazines, catalogs, and newspapers by the United States Postal Service. The Postal Service worked with engineers at 3M to develop the Repositionable Notes prototype that was used during a one-year test to see if the process was compatible with the Postal Service's automation. The success of the test allowed Repositionable Notes applications to be extended to other forms of mail. The U.S.P.S. requires mailers to follow published guidelines and Cenveo offers the expertise in helping customer meeting those specifications. For more information on Repositionable Notes, please contact your Cenveo sales representative, call 866-526-9665 or visit [www.cenveo.com](http://www.cenveo.com).

### **About Cenveo**

Cenveo, Inc. (NYSE: CVO), [www.cenveo.com](http://www.cenveo.com), is one of North America's leading providers of visual communications with one-stop services from design through fulfillment. The Company is uniquely positioned to serve both direct customers through its commercial segment, and distributors and resellers of printed office products through its Quality Park resale segment. The Company's broad portfolio of services and products include e-services, envelopes, offset and digital printing, labels and business documents. Cenveo currently has approximately 10,000 employees and more than 80 production locations plus five advanced fulfillment and distribution centers throughout North America. In 2004 and 2005, Cenveo was voted among Fortune Magazine's Most Admired Companies in the printing and publishing category and has consistently earned one of the highest Corporate Governance Quotients by Institutional Shareholder Services. The Company is headquartered in Englewood, Colorado.

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