



For Immediate Release

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PSDA and MFSA Partner to Offer Memberships Extended Opportunities

Alexandria, VA – *December 9, 2009* – On Monday, December 7th, the Print Services & Distribution Association (PSDA) launched a new arm of their robust Source Hotline Service. The new mailing and fulfillment category has been developed along side the Mailing and Fulfillment Services Association (MFSA) to increase business opportunities for the organizations' respective memberships.

This project enables MFSA members to complete a capabilities assessment survey and be categorically listed on PSDA's Source Hotline. The Source Hotline, a 24/7 online and Mon-Fri, 9-5 phone-in service, in-turn refers MFSA members via capability to PSDA members when they are seeking vendor referrals. The Source Hotline fields nearly 20,000 vendor referral requests annually and the PSDA expects this recent addition to increase those numbers. "Our members are always looking for partners in mailing and fulfillment fields," said Peter Colaianni, EVP of PSDA. "Partnering with the Mailing and Fulfillment Services Association was a natural way for us to provide PSDA members with qualified sources and refer new projects to MFSA members. It's a win-win for both memberships."

The service, exclusively available to MFSA and PSDA member companies, categorizes MFSA members in 60 unique capabilities. PSDA members may contact the Source Hotline to receive direct contact information for any MFSA member listed in order to facilitate new business partnerships.

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About PSDA

The Print Services & Distribution Association (PSDA) is an international organization of print distributors, trade printers, and suppliers working together to ensure that end users receive the products and services they need to succeed. Since 1946, PSDA has been the exclusive association for the print distribution industry. Our members are a knowledgeable, successful and dedicated group of business printing professionals leading the progress of the print distribution industry. PSDA assists with this success by providing members the highest quality of information and resources through our networking and educational events, online curriculum offerings, publications, and sourcing services. For more information about PSDA visit www.psd.org or phone 800.336.4641.