

DATASOURCE ANNOUNCES NEW OFFERING

Leading Print Supply Chain Management Company Releases New Efficient, Interactive Marketing Solution

(KANSAS CITY, Mo) DataSource, Inc., one of America's leading print supply chain management companies announced today the rollout of *MarketNow-Customer Relationship Management (CRM) Solutions*, its newest customized business offering that will source, produce and deploy a wide array of marketing components for its restaurant/hospitality, automotive, financial and general commercial clients.

MarketNow is designed to reduce marketing program costs, support brand management and enhance print supply chain efforts through nationwide marketing solutions such as POP, response management and corporate identity; fulfillment services including kitting, customized digital production and traditionally printed material; event and trade show support with customized catalogs, premiums and displays as well as marketing channel support such as banners, displays and direct mail programs.

In addition to the production and fulfillment of millions of documents, *MarketNow* will also incorporate QR, or quick response codes in various marketing programs such as hang tags, signs and other printed material as an innovative way to steer customers to a website, marketing video or coupons.



"We are so pleased to add this new offering to our list of client services," said David Holland, president of DataSource. As our company continues to move forward, our goal stays the same. To always provide our customers with compelling, efficient and innovative solutions. *MarketNow* will do just that."

About DataSource

DataSource, based in Kansas City, MO, provides a total solution to document design and distribution services essential to the successful operation of multi-location businesses such as commercial franchises, auto dealerships, retail insurance, branded products, industrial products and restaurant concepts. Services include design, sourcing, warehousing, fulfillment, distribution, print-on-demand and print management of marketing materials business forms and supplies. Products include business forms, marketing supplies, personnel management packets, training materials, menus, point-of-purchase displays and ad specialty items. DataSource manages over 18,000 SKUs for customers in 85,000 locations worldwide. Visit DataSource at www.data-source.com.