



## NEWS RELEASE

Contacts:  
Formula  
Kelly Hamor  
619.234.0345

Vertis Communications  
Grace Platon  
800.365.8957

**VERTIS COMMUNICATIONS NAMES XEROX VETERAN QUINCY L. ALLEN CEO**  
*Allen to Lead Vertis' Re-Emergence as Marketing Powerhouse, and Provide Strategic Direction for Product Innovations and Corporate Initiatives*

BALTIMORE (March 17, 2009)—[Vertis Communications](#), a premier marketing services provider of targeted print advertising and direct marketing solutions to leading retail and consumer services companies, announced today that Quincy L. Allen, longtime executive of [Xerox Corporation](#), has been appointed chief executive officer, effective April 6, 2009.

"With more than 25 years experience in the printing and graphic communications industry, Quincy is uniquely qualified to provide the strategic direction to position Vertis at the forefront of the future of marketing and advertising, communications and media," said Marjorie Bowen, a member of Vertis' board of directors. "His immediate priority will be to optimize Vertis' vast printing capabilities and value-added services to reinforce the company's position as a leading marketing partner to North America's largest grocers, retailers, consumer packaged goods companies, advertising agencies, newspapers and merchandisers."

"My goal is to combine my printing experience with a passion for product innovations and digital workflow solutions to empower Vertis' highly skilled teams to create even more opportunities for our customers," said Allen. "We will enhance current products and uncover new services to deliver results-driven marketing programs and print campaigns—from strategy development through point of sale and multiple touch points."

Prior to Vertis, Allen was with Xerox Corporation for 27 years. Most recently, he was president of the company's Global Business and Strategic Marketing Group, and a vice president for the corporation. Allen rose through the ranks of Xerox beginning as an electrical engineer, then serving in senior technical and management positions in areas such as supply chain, sales and marketing, and product development. Other key positions he held included: vice president, Worldwide Customer Services Strategy; senior vice president, North American Services and Solutions; senior vice president, Xerox Business Group Operations; and president of the Production Systems Group. Allen earned a bachelor's degree in electrical engineering from Northeastern University and a master's degree in business administration from the University of Rochester. He will be based in Baltimore, Maryland, where Vertis is headquartered. To learn more about Quincy Allen's role with Vertis, contact Kelly Hamor at 619.234.0345 or [hamor@formulapr.com](mailto:hamor@formulapr.com).

### **About Vertis Communications**

Vertis Communications is a premier provider of targeted print advertising and direct marketing solutions to America's leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using creative services, proprietary consumer research, database targeting and digital technologies, premedia and media placement services, combined with its world-class printing expertise. With more than 100 locations in North America, Vertis' extensive suite of services includes advertising inserts, direct mail, out-of-home displays, newspaper special sections, POP, marketing collateral, online interactive and multimedia. For more information, visit [www.vertisinc.com](http://www.vertisinc.com).

###