

FOR IMMEDIATE RELEASE

DOC-228

July 11, 2007

Page 1 of 1



CONTACT:

Ken Boone, President

Tidewater Direct, Inc.

Phone: (800) 638-1190

kboone@tidewaterdirect.com

TIDEWATER DIRECT TO EXPAND IOWA FACILITY

*Leading Direct Mail Components Supplier To Increase Facility By More than 50%
To Better Serve the Needs of Midwest Customers*

West Branch, IA - Tidewater Direct, Inc., a direct mail components supplier with facilities here and in Centreville, MD, will expand their West Branch, IA facility from 20,000 to 32,000 square feet. The expansion, due for completion by November 2007, will offer additional inventory management and production space to better serve the high-volume direct mail component needs of regional customers.

According to Ken Boone, President of Tidewater Direct, the decision to expand the company's Iowa facility was made in response to the direct mail volume the company has been handling.

"Our customers recognize the value of a reliable components supplier such as Tidewater Direct," said Boone. "This facility expansion is an important step in making good on our promise to help our customers save money in the implementation of their direct mail campaigns."

* * *

About Tidewater Direct, Inc: *Tidewater Direct, Inc., is a provider of direct-mail components, including brochures, letters, statement stuffers, reply cards and continuous forms. The company operates out of three facilities in Centreville, MD; Baltimore, MD; and West Branch, IA., and specializes in high-volume production runs from the hundreds of thousands to 10 million and more. In addition to web offset and continuous-form printing, Tidewater Direct also includes prepress and bindery services. For more information about Tidewater Direct, please contact Ken Boone, President, at (800) 638-1190, or kboone@tidewaterdirect.com.*

**Tidewater Direct, Inc. • 300 Tidewater Drive • Centreville, MD 21617
Phone: (800) 638-1190 • Fax (410) 758-2478 • www.tidewaterdirect.com**