



**Contact:**

Shannon Seastead  
Vice President of Marketing  
and Communications  
OSG  
201-871-1100, ext. 209

**FOR IMMEDIATE RELEASE**

**Output Services Group Acquires DoublePositive,  
a Performance-Based Online Marketing Company**

**ENGLEWOOD, NJ – March 25, 2015** – Output Services Group (OSG), a leading provider of outsourced billing and statement services and customer communication management, today announced that it has completed the acquisition of DoublePositive, a privately-held, Baltimore-headquartered performance-based online marketing company.

This acquisition will accelerate OSG's growth in the management of full customer lifecycle marketing and communications while giving DoublePositive additional resources and opportunities to accelerate their ROI-based customer acquisition, digital marketing and advertising technologies and services.

"OSG and DoublePositive have a strong cultural fit and a shared interest in our customers' success," states Scott W. Bernstein, Chairman and Chief Executive Officer of OSG. "Both companies also share a belief that the combination of best-in-class technology and service excellence will drive our continued growth. Operating as a separate business, DoublePositive will continue to be run by its current management team and will retain its strong brand identity. In this regard, Joey Liner, who currently leads the core transfer business, has been named President of the Transfers Business Unit."

"Adding DoublePositive's innovative digital marketing and new customer acquisition solutions is a natural extension to our current marketing and communications capabilities," states Neil Metviner, Executive Vice President and Chief Marketing Officer of OSG. "This acquisition supports our vision of providing marketing and communication solutions across distribution channels and industries and puts OSG in a unique position of being able to offer our customers a total marketing and communications solution throughout the customer lifecycle."

"We are excited to be welcomed into the OSG family," states Joe Tagliareni, President and Chief Operating Officer of DoublePositive. "DoublePositive's position in the lead generation and digital marketing ecosystems will only be strengthened by this acquisition as it provides DoublePositive the resources to expand its technology offerings into different and larger customer markets. By joining forces we are offering a tremendous opportunity to our employees, our customers, and our partners."

**About OSG**

OSG is a next-generation business technology partner providing integrated multi-channel print and electronic solutions through a state-of-the-art processing environment. OSG offers comprehensive and flexible solutions including electronic billing and invoice/statement services, document printing and mailing and a suite of forward-thinking marketing solutions. Progressive communication technologies enable OSG's clients to transform their customer interactions to drive revenue, reduce costs and strengthen relationships.





With over 20 years' experience as a business outsourcer for total customer communication management, OSG has the knowledge and expertise to best suit the needs of the telecommunications, leasing, financial services, distribution, healthcare, heating oil/propane and publishing markets. A solid reputation has made OSG an award-winning transactional communication provider.

### **About DoublePositive**

Founded in 2004, DoublePositive is a performance-based online marketing company serving lead buyers, lead sellers, and direct response advertisers. Through its lead qualification and transfers technologies, and its digital advertising solutions, DoublePositive accelerates digital full-funnel demand generation and new customer acquisitions for highly visible brands and their agency partners. DoublePositive was twice named to Inc 500 | 5000 list of Fastest Growing Companies in America.

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