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## FOR IMMEDIATE RELEASE

### **Output Services Group Acquires WhatCounts, a Web-Based Email Technology Company** *Acquisition expands the OSG communications platform with email services*

**RIDGEFIELD PARK, NJ – SEPTEMBER 22, 2016** – 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 WhatCounts, a leader in technology-enabled, data-driven customer communications with a focus on email services, headquartered in Atlanta, GA and Seattle, WA. WhatCounts will continue to operate as a separate business unit under the continued direction of Chief Marketing Officer, Daniel Caplin, Chief Technology Officer, Bill Donges and Senior Vice President of Sales, Mike Piersa.

“OSG’s acquisition of WhatCounts furthers our mission of being a full-service communications provider that offers our clients an opportunity to transform the way they reach their customers,” states Scott W. Bernstein, Chairman and CEO of OSG. “The combination of WhatCounts’ industry-leading email marketing capabilities with OSG’s other marketing communications acquisitions, including DoublePositive, ClickSpark and Garfield Group, solidifies the marketing engine of the OSG platform and aligns with our growth strategy. This is an excellent opportunity to provide a more expansive suite of lifecycle marketing products and services to our customers. We look forward to working with the talented team at WhatCounts.”

"The leadership team is excited about this opportunity," says Caplin. "OSG and WhatCounts share the same core values and have a common interest in the success of our customers. Joining the OSG family will help us take our technology and service offerings to new heights. We're looking forward to this next chapter in WhatCounts' history."

#### **About OSG**

OSG is a next-generation business technology partner providing integrated multichannel 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 decades of 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 WhatCounts**

WhatCounts is passionate about helping digital marketers acquire more customers, sell more to existing customers and build customer lifetime value through email personalization solutions and agency services. We have developed a proven Smart Marketing framework for implementing a more personalized email program. Our award-winning account management team and in-house email agency allow us to be more than a software solution; we are truly an extension of our customers' marketing teams, and a trusted partner.

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