



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

FOR IMMEDIATE RELEASE

Output Services Group Acquires Windsor Circle

Acquisition expands the OSG communications platform with predictive analytics

RIDGEFIELD PARK, NJ – February 12, 2018 – Output Services Group (OSG), a leading provider of omnichannel communication solutions, today announced that it has completed the acquisition of [Windsor Circle](#), a leading Predictive Marketing platform, specializing in personalization and 1:1 marketing, headquartered in Durham, NC. The Windsor Circle team, led by CEO Matt Williamson, will operate as a subsidiary of OSG.

“We are pleased to welcome the Windsor Circle family to OSG,” states Scott W. Bernstein, OSG’s Chairman and CEO. “The transaction supports OSG’s position as partner of choice for technology-driven, transactional and customer communications solutions. The combination of Windsor Circle’s predictive marketing platform with OSG’s other marketing communications’ acquisitions, including WhatCounts, DoublePositive, ClickSpark and Garfield Group, solidifies OSG’s marketing engine and aligns with our growth strategy. Windsor Circle is also expected to provide immediate benefits to WhatCounts, OSG’s industry-leading email marketing company.”

“This is an exciting opportunity for our team,” says Williamson. “Our technologies bring a new level of expertise that will enhance OSG’s suite of lifecycle customer communications and marketing solutions. We are looking forward to the next phase of our company’s growth.”

About OSG

For more than 25 years, [OSG](#) has been a leading innovator in omnichannel communications, offering a full suite of integrated solutions that transform the way our clients reach their customers. From transactional documents to strategic marketing initiatives, OSG employs cutting-edge digital technology to expertly craft communications that enhance the customer experience and generate revenue. As a trusted business partner, OSG continues to anticipate the evolution of customer communication and create new targeted, cross-channel solutions.

With a data-driven approach that identifies industry-specific needs, OSG has the knowledge and expertise to best suit the needs of the telecommunications, leasing, financial services, credit union, distribution, healthcare, heating oil/propane, publishing, property management, retail, municipality and utility markets. OSG’s reputation for excellence is based upon award-winning communications solutions and long-term investment in clients’ success. The partnerships revolve around technology, but the communication is always personal.

About Windsor Circle

[Windsor Circle](#) is an innovative Predictive Marketing company focused in the retail market. Since its inception in 2011, Windsor Circle has made its name as leading provider of automated, predictive personalization. Windsor Circle’s data-driven platform empowers retailers and brands to gain access to their eCommerce data and leverage it to drive uniquely personalized marketing campaigns across channels. In 2017, alone, clients saw over \$40 million in additional revenue from Windsor Circle powered campaigns.

###