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Maple Direct Acquires Fourth KM 1100 from MCS, Inc.
Gaming giant can support a total of 12 million sheets per month

GAITHERSBURG, MD – MCS, Inc. is pleased to announce that Maple Direct of Pennsauken, New Jersey has acquired its fourth KM 1100 color digital printer.

Maple Direct is a full service print and lettershop services company. For over 30 years, Maple Direct has been providing high quality direct-mail printing and distribution services to the most demanding direct marketing clients. They have a strong presence in the Gaming and Hospitality industries, and recently opened facilities in Arizona and Florida to support their clients in those areas.

Maple Direct's business is growing, and they upgraded to the KM1100 for additional capacity. The Company has a long history with MCS and the KM line of products. They have used both the 6501 and 8000 models in the past. They chose the KM 1100's to replace the KM 8000's for their quality, speed and reliability. Maple Direct's operators like the consistency of the color, and the fact that the KM 1100 is about 70% faster than the 8000 model.

Maple acquired 4 KM1100s and service through MCS, Inc. The KM 1100 is a color digital printer that will print up to 100 images per minute (25ppm 13" x 19" 100 lb stock duplex!) with 1,000,000 sheet monthly volume.

Over the past several years, Maple Direct has developed significant expertise in supporting personalized and targeted promotion campaigns for enterprises in the casino and hospitality industries. Their client list boasts some of the most recognized brands and casinos in the industry, including the largest entertainment company in the world, Caesar's Entertainment.

"We have a great partnership with MCS, says Ron LaFalce, President. "If I need someone at 6AM on a Saturday, someone will call me back. This is one of the reasons we continue to do business with MCS. Also, our business is built on out-servicing our competition. We can't do

that unless we have partners who mimic that same level of service, keeping up with our customers' expectations" LaFalce asserts.

LaFalce goes on to describe their business: "As a result of our experience in the dynamic casino gaming industry, we are experienced with tight industry requirements regarding quality control, accountability, data security, as well as responsiveness and speed. We use multiple printers to do multiple jobs simultaneously. I believe owning a fleet of good-quality printers is second to none," says LaFalce.

About Maple Direct

Maple Direct is a full service print and lettershop services company. For over 30 years, Maple Direct has been providing high quality direct-mail printing and distribution services to the most demanding direct marketing clients. In addition to printing and lettershop services, laser and inkjet imaging, and bulk mail preparation, Maple Direct provides effective database management and response tracking. Headquartered in Pennsauken, New Jersey, Maple Direct utilizing state-of-the-art equipment, supported by a team of nearly 50 full-time employees at our 34,000 square foot facility in Pennsauken, and a 5,000 square foot facility in Phoenix, Arizona. A new facility was just opened in Hollywood, Florida to support growing business.

Contact: Maple Direct, 2349 Haddonfield Road, Pennsauken, NJ 08110. Phone (856) 488-4700 or www.mapledirect.com

About MCS

MCS is a leading provider of technology for the production print and mail market. MCS' inkjet hardware, software and camera systems provide the integration cornerstone for high-speed hybrid inkjet printing. The new MCS Eagle FlexPrint inkjet platform combines the next generation modular 4.25", 600 DPI print head technology with MCS' proven job layout and print proofing software. The breakthrough hybrid FlexPrint ink adheres to demanding stocks and provides quality print at the highest speeds. MCS systems can be integrated on a wide range of existing transports and environments. MCS' new production color digital presses offer print-quality and VDP workflow solutions designed for direct mailers

More information:

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