

PRESS RELEASE

For Immediate Release

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Cover-All Acquires Control of SMART DM

Markham, Ontario – May 1st, 2007 – Cover-All Computer Services Corp. has finalized the purchase of SMART DM, located in Etobicoke. The deal will create a single umbrella organization that is capable of servicing all the mail communication needs of existing clients and new prospects alike.

Cover-All has been a respected name in data management & processing, and laser imaging services for 40 years, with specialties in the transactional market and variable colour segment. SMART DM has decades of experience in large volume letter shop and specialty finishing.

“The unique aspects to this arrangement” commented Mike Coverdale, President of Cover-All, “is that Cover-All and Smart DM will be running on ‘like’ platforms with the ability to move workload between facilities and enhancing each organization’s business continuity and disaster recovery plans. Ultimately it allows clients access to two separately managed, stand-alone facilities, yet with combined expertise going back decades.”

Management in each organization (which have both been family owned by Canadians) views this as an opportunity to bring added value to both client groups as there is limited overlap and clients can benefit from a single source for transactional mail, large volume mailings, colour laser and specialty finished products. Although there will be some efficiency in process and management across the two plants, the intent is to maintain two distinct facilities – both offering transactional and promotional communications. “If you communicate through the mail on any level, Cover-All and SMART DM can now provide solutions.” said John Leonard, V.P. Sales and Marketing for SMART DM.

Clients and industry colleagues are encouraged to contact their representative for added information on how this could benefit their mailing requirements.

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