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FOR IMMEDIATE RELEASE

Affinity Express Names Chief Digital Officer to Lead Interactive Business and Product Development

Chicago, June 1, 2010—Affinity Express Inc., the leading offshore, onshore and onsite provider of high-volume print and interactive advertising and marketing production solutions, with hundreds of newspaper, direct marketer, yellow pages, retail, marketing services, corporate and ad agency clients, announced that David Kang has joined the company as executive vice president, chief digital officer. In this role, Mr. Kang will establish an interactive business segment and expand the company's array of digital services offered to all clients.

In the first quarter of 2010, the Interactive Advertising Bureau and PricewaterhouseCoopers found that internet ad revenue in the U.S. was up 7.5% over 2009—the highest reported quarterly revenue figure for the industry to date. This indicates brand marketers realize the need to engage their target audiences where they spend time which is increasingly in the digital space. New research from BIA/Kelsey Group indicates that 97% of consumers are now researching products and future purchases online and Nielsen discovered an 82% increase in time spent on social networking sites in December 2009.

Based on the growth in display advertising, along with the upward trend in email and social media marketing, Affinity Express has been steadily building its capabilities in interactive services, ranging from display ads (static, animated GIF, Flash and rich media) to HTML email and website design to publishing search engine optimized content online. The company has made significant investments in recruiting, training, software and workflow, rapidly packaging and implementing new services to meet current client demand and anticipate future needs.

According to Chief Executive Officer Kenneth W. Swanson, "Over the past year, our clients have expressed the desire to better engage their customers across traditional and new media. They realize that the web will become the primary determining factor in purchasing decisions both online and offline and are looking for a partner to help them execute their multi-channel strategy. As a result, Affinity Express made the decision in early 2009 to quickly build our interactive business solutions teams in the Philippines and India so we can be on the cutting edge and take our clients along with us. With David's more than 13 years of interactive agency experience and proven success in business and product development, we believe his leadership will be a major factor in our ability to achieve that goal."

Most recently, Mr. Kang was vice president of client service for TrueAction (formerly GSI Interactive), where he oversaw account management, capability development and business development and had complete P&L responsibility for key clients across all service lines. Mr. Kang established and synthesized client, consumer and competitor insights to determine the end-to-end digital strategy, implementation and post-launch management. He also led in the biggest new client wins in 2008 and 2009.

Prior to his stint at TrueAction, Mr. Kang was senior vice president/group account director at Beyond Interactive, which was the largest digital media agency within the WPP Group. He oversaw product and business development for the direct response, e-commerce transactional sub-practice and managed a significant portion of agency revenue. Mr. Kang had marketing leadership across direct marketing, social media, brand awareness and emerging media campaigns, as well as in multi-channel media strategy and planning of integrated brand and direct marketing. While in this role, he prototyped global media planning tools and developed measurements and analytics to help clients to both establish the value of marketing



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activity and forecast sales. During his tenure with Beyond Interactive, he also served as account director and account manager.

Previously, Mr. Kang founded deepFry, LLC, a full-service interactive agency, where he was solely responsible for strategic client direction and architected business and marketing plans for web presence, digital marketing, promotional and media plans to assist clients in building new online experiences, launching established brands on the web and achieving return on investment.

As the engagement manager for McCann Erickson Relationship Marketing, Mr. Kang executed the development of online marketing programs for top-tier global clients. He was also account manager for major clients at MVBMS/Euro RSCG, where he created three award-winning interactive ad campaigns and increased company billings by 200%.

Mr. Kang has an MBA from Duke University School of Business and a bachelor of arts in English from New York University.

About Affinity Express

Affinity Express is the leading business process outsourcing company that is 100% dedicated to print and interactive advertising and marketing production solutions. Headquartered in Chicago, Illinois, Affinity Express has more than 800 employees and maintains production centers in Pune, India and Manila, Philippines. The company is the only multi-shore BPO in the outsourced graphic production space, which offers disaster recovery and business continuity planning for clients. Affinity Express delivers services 24 hours per day and seven days per week, executing designs in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files. The comprehensive, customized advertising and marketing production solutions of Affinity Express help clients lower operational costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally.

At the end of 2006, Livelt Investments, Inc., the holding company for Ayala Corporation's investments in the Business Process Outsourcing (BPO) sector, acquired 100% of Delaware-incorporated Affinity Express. Founded in 1834, Ayala Corporation is the oldest business house in the Philippines and one of the largest conglomerates in the country. Ayala Corporation and its listed subsidiaries have a combined market capitalization of approximately \$13.5 billion.

For more information about Affinity Express, please visit www.affinityexpress.com.

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