



Transforming advertising
and marketing production

FOR IMMEDIATE RELEASE

Affinity Express Names Director of Interaction and Web Design

Chicago, September 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, retailer, marketing services, corporate and ad agency clients, announced that Marisol Oberzauchner has joined the Affinity Express team as the director of interaction and web design. In this new role, Ms. Oberzauchner will oversee the delivery of interactive services and provide support for key clients.

In the next few months, she will spend her time working closely with the Affinity Express interactive team in Manila, with the objective to lead them in refining service levels, improving subject matter expertise and ensuring high output quality. Ms. Oberzauchner will also drive innovation across the Affinity Express U.S., India and Philippines platforms and serve as a principal in product and service development. She reports to Chief Digital Officer David Kang.

A graduate of the Parsons School of Design and with more than 14 years of experience in the interactive new media and creative space, Ms. Oberzauchner brings expertise in interactive, rich media, web design and 3D animation. She designed more than 100 websites, led creative and technical teams through development processes, worked with major clients in multiple categories and supported brands such as Johnson & Johnson, Bausch & Lomb, Estée Lauder, Quest Diagnostics, Alexion Pharmaceuticals and Merrill Lynch.

Prior to joining Affinity Express, Ms. Oberzauchner was the interactive, senior art director and creative director of DRAFTFCB Healthcare, a McCann Worldgroup-owned full-service agency, specializing in integrated marketing and advertising with an emphasis on branding, interactive, emerging media, multimedia and database technology. Experienced in working with clients and presenting concepts to project delivery plans, Ms. Oberzauchner was responsible for the design and execution of Flash interactive projects for a variety of healthcare brands. She led the creative and interactive direction for her team and won various awards for the agency including the Face Award for most innovative interactive website.

Previously, Ms. Oberzauchner served as a creative director, chief of technology of branding visual and communications at Makovsky + company, New York, was a creative director at XYZDIMENSION and Astarte Cosmetics, and an interactive art director at Plasmanet Entertainment.

In addition to the Parsons School of Design, Marisol also studied at the Fashion Institute of Technology in New York and the International Fine Arts College in Florida.

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 six days per week, executing designs in more than 30 software packages and multiple



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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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