



Transforming advertising
and marketing production

FOR IMMEDIATE RELEASE

Affinity Express Adds New Vice President for Graphic Production and Support Services Division

Chicago, May 17, 2010—Affinity Express Inc., the leading offshore, onshore and onsite provider of high-volume print and online advertising and marketing design solutions, with hundreds of promotional products, corporate apparel, uniform, sporting goods and licensed retail clients, announced that Rajendraprasad Magadum (Rajendra) has joined Affinity Express as vice president of Graphic Production and Support Services. As the co-leader of the division with Vice President Joanna Grant, Mr. Magadum will be responsible for overseeing operational and financial performance for the division and brings more than 14 years of experience in managing the delivery of mission-critical programs, overseeing resources, ensuring achievement of project deliverables and enhancing the bottom line for his employers.

According to President of Affinity Express India Sunil Garde, “Rajendra is a high-performing, proven leader with a global perspective and experience in driving growth, which fits perfectly with the Affinity Express vision to transform advertising and marketing production. We are excited about the significant results he will make as he enhances the creative processes, institutes organizational learning and increases client satisfaction for the Graphic Production and Support Services Division.”

Most recently, Mr. Magadum served as vice president and head of Pune Operations for Aptara (formerly Techbooks), the global leader in integrated content transformation solutions, which is a \$70 million company with 3,200 employees. As second in command for Enterprise SBU, he was accountable for 490 team members and revenues of \$12 million per year. During his tenure, top-line growth grew by 5% in tough economic conditions and the gross profit margin was 47.1%. The company acquired more than 60 accounts, of which 14 were worth more than a million dollars in business. The team size increased by 32% and two new service lines were introduced, while the client satisfaction index increased from 8.38 to 8.79 on a scale of 10. Mr. Magadum also worked in roles such as associate vice president, delivery manager, and engagement manager/key accounts manager.

Before joining Aptara, Mr. Magadum handled program management involving various technologies such as Java, Microsoft .NET and IBM, credit card application systems, quality assurance and knowledge management at Nihilent Technologies from September 2001 to 2005. Previously, he worked at Patni Computer Systems Ltd. in Mumbai (a \$ 900M company now), where he was in charge of software design and development, including analysis, design, coding and testing for General Electric Aircraft Engines supply chain modules. For Bitmappers Infotech Ltd., he oversaw software development and system set-up and training using IBM AS/400.

Mr. Magadum has a bachelor's degree in mechanical engineering with specialization in computerized automation and is pursuing an executive MBA at the Indian Institute of Management in Calcutta. In addition, he is a PMI certified PMP, Six Sigma Black Belt and SEI certified CMMI Assessment Team Member and was part of 2 CMMi-SCAMPI assessments.

About Affinity Express

Affinity Express is the leading business process outsourcing company that is 100% dedicated to graphic and design services. Headquartered in Chicago, Illinois, Affinity Express has more than 800 employees, maintains production centers in Pune, India and Manila, Philippines, and serves clients in the newspaper, yellow pages, direct marketing, marketing services, retail, corporate, advertising and promotional products



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industries. The company is the only multi-shore BPO in the outsourced graphic space, which offers disaster recovery and business continuity planning for clients. Affinity Express delivers services 24 hours per day and seven days per week, producing products 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 graphics solutions of Affinity Express help clients lower production 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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