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FOR IMMEDIATE RELEASE

## **BARTON COTTON HOLDINGS ACQUIRES THE MAIL BAG**

BALTIMORE – November 23, 2010

Barton Cotton Holdings LLC, the industry leading, Baltimore-based firm that specializes in the nonprofit sector, has completed the acquisition of The Mail Bag, a full service mail production services company in Upper Marlboro, MD. Barton Cotton has partnered with The Mail Bag for over 20 years to help produce mailing programs for Barton Cotton's Affinity and Fundraising Divisions.

For over 34 years, The Mail Bag has consistently provided direct mail production that features outstanding quality and customer service. They've done so by developing partnerships with longstanding customers and suppliers that have ensured great, lasting relationships.

The Mail Bag provides laser printing and personalization, postal presort and delivery logistics planning, and lettershop services. In addition to traditional packages, mail production specializes in many "front-end premium capabilities" that includes large envelope (up to 9" x 12" for calendar and certificate mailings), card, coin and magnet-affixing, label-aire, tabbing and post-it note formats.

Bob Smith, General Manager of The Mail Bag, and the first employee, stated, "I'm ecstatic for this opportunity of moving our current operations from Upper Marlboro to our new "state of the art" facility with 210,000 square feet to Baltimore. This move will enhance our ability to increase service, efficiency, and provide better flexibility for our loyal clients and new clients to come. On behalf of The Mail Bag's 100 professional employees and myself, we look forward to a growing future and remaining committed to the Mail Bag's mission statement."

Jim Moore, Chief Executive Officer of Barton Cotton Holdings, said that "2010 has been a great year for Barton Cotton with the addition of Roger Hiyama as President of our Fundraising Division and Bob Hoagland as VP, Business Development. In addition, we've added a great many new and past clients including The American Legion, Shriners Hospitals for Children, and Susan G. Komen for the Cure. The Mail Bag acquisition truly continues our strong growth momentum."

### **About Barton Cotton**

For the past 82 years, Barton Cotton, one of the nation's leading marketing firms, has proudly served over 150 high-profile, nonprofit organizations. With full-service capabilities including strategy, analytics, creative, affinity marketing, and production services, the company's business approach to fundraising has helped nonprofits increase their revenue and net income while growing their donor files.

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