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ICV PARTNERS ANNOUNCES INVESTMENT IN SG360

Strategic Partnership Sets the Stage for SG360's Next Phase of Growth

In the Integrated Marketing Services Industry

CHICAGO, Dec. 7, 2016 -- ICV Partners, LLC, a leading investment firm focused on middle market companies, including a consortium of minority investors, announced today its investment in SG360, an industry-leading printing and multichannel direct marketing solutions provider. SG360 had been majority-owned by the company's Employee Stock Ownership Plan (ESOP), established in 2003. Terms of the transaction were not disclosed.

Founded in 1956, SG360 offers multichannel marketing solutions and services that range from research and strategy to concept and execution, including direct mail, data analytics, and fulfillment. Headquartered in Wheeling, Ill., the company has annual revenues of \$300 million.

Willie E. Woods, President of ICV Partners, said, "SG360, under CEO Mary Lee Schneider's leadership, has continued to innovate while driving top and bottom line growth. ICV Partners and our co-investors are delighted to infuse the capital to refinance the Company's ESOP, and we look forward to working with Mary Lee and her team to help SG360 execute its many growth opportunities."

Mary Lee Schneider, CEO, SG360, said, "ICV's focus on successful middle market companies like ourselves makes them our ideal investment partner. Their capital and their track record in taking companies to the next level will further drive our company forward, setting the stage for SG360's next phase of growth and creating new opportunities for our employees and the company overall, through organic growth and acquisitions.

"Our goal remains to expand SG360's position as the industry's go-to provider of integrated direct marketing services. We are dedicated to continuing our record of delivering highly customized, top-quality products to direct marketers who value our innovative, cost-effective solutions. Our sales pipeline has never been stronger, and we are very excited about our future as a result of this transformative investment," Schneider added.

Kirkland & Ellis acted as legal advisor to ICV Partners, LLC. Vedder Price acted as legal advisor and J.P. Morgan acted as financial advisor to SG360.

About ICV Partners

Founded in 1998, ICV Partners is a leading private investment firm that supports management leaders of strong middle market companies. The principals of ICV have crafted a strong track record of helping

companies expand their footprint and improve performance over the long term and across a variety of industries. Additional information is available at www.icvpartners.com.

About SG360°

SG360° is an industry-leading printing and direct marketing services provider that offers multichannel marketing solutions. Its services range from research and strategy to concept and execution and includes multichannel marketing, direct mail, data analytics, and fulfillment, among other services. Headquartered in Wheeling, Ill., it was founded in 1956 and has annual revenues of \$300 million. Besides Wheeling, it has locations elsewhere in Illinois and also in California, Michigan, Minnesota, New Jersey, New York and Texas. More information is available at www.sg360.com.

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