



**FOR IMMEDIATE RELEASE**  
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## **HARLAND CLARKE EXPANDS DIRECT AND DIGITAL MARKETING OFFERINGS**

***Acquisitions of SubscriberMail and Protocol Integrated Marketing Services,  
A Division of Protocol Global Solutions, Will Provide Marketplace  
with End-To-End Direct Marketing Solutions***

**SAN ANTONIO, TX — January 7, 2010** — Harland Clarke Corp. has announced two recent acquisitions that will immediately broaden its portfolio of direct and digital marketing services. In December, Harland Clarke acquired **Protocol Integrated Marketing Services (IMS)**, the full-service direct marketing division of Protocol Global Solutions, as well as **SubscriberMail**, the award-winning Email Service Provider (ESP) and technology firm.

Protocol IMS adds enhanced database marketing, inbound and outbound B2B telemarketing services with B2C capabilities, and a successful track record in multiple industries to Harland Clarke's strong analytics, creative and production capabilities. SubscriberMail brings proven on-demand email marketing solutions, in addition to a patented technology platform recognized and used by leading organizations across multiple industries.

"When combined with Harland Clarke's current capabilities, these additional solutions will allow us to provide end-to-end direct and digital marketing support to help our clients meet their growth objectives," said Harland Clarke Holdings Corp. President and Chief Executive Officer **Chuck Dawson**. "We know these same solutions can be effective for other organizations in the broader marketplace, as well."

The direct and digital marketing portfolio offered by Harland Clarke now includes client-centric strategic services; consumer and business analytic strategy and marketing automation; segmentation, response modeling and measurement; direct mail production, printing and fulfillment; inbound and outbound demand-generation teleservices; award-winning creative

(more)

services; and on-demand email marketing services and consulting that deliver high success rates by creating HTML email messages and RSS feeds.

With the acquisitions of Protocol IMS and SubscriberMail, Harland Clarke — long recognized for its expertise in the financial services industry — expands its experience base into multiple industries. These include the healthcare, insurance, retail, pharmaceutical, technology, software, telecommunications, and manufacturing industries. The company has also proven itself adept in serving not only Fortune 500 corporations, but organizations of all sizes. Its two recent acquisitions will enhance this expertise.

“For the past four decades, Harland Clarke has focused on meeting the direct and email marketing needs of our clients,” said Harland Clarke President and Chief Operating Officer **Dan Singleton**. “Our purpose has always been to help our clients acquire, onboard, grow, and retain valuable customer relationships for the long-term. This same level of commitment was demonstrated by Protocol IMS and SubscriberMail; it was a factor in our decisions to acquire both companies.”

“We are building a direct and digital marketing business that will provide organizations with trackable and effective approaches to help them gain market share in the B2B and B2C arenas,” added **Chuck Dawson**. “We are excited to begin 2010 with this expanded offering.”

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### **About Harland Clarke Corp.**

**Harland Clarke ([www.harlandclarke.com](http://www.harlandclarke.com)) is a leading provider of integrated payment solutions, marketing services, technology solutions, and security services.** It serves approximately 13,000 financial institutions, as well as major investment firms; business-to-business clients; small, medium and large businesses serving multiple industries; and individual consumers. With its corporate headquarters in San Antonio, Texas and a regional headquarters in Decatur, Georgia, Harland Clarke employs more than 5,000 people and has facilities nationwide. Harland Clarke Corp. is a wholly-owned subsidiary of Harland Clarke Holdings Corp., which is also the parent company of Harland Financial Solutions, Inc. and Scantron Corporation.