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Zebra Print Solutions Takes Home ADDY for Out of the Bag Campaign

Morrisville, NC – 7 March 2006 – It was promoted as “A Battle of Mythic Proportions,” and was acknowledged as one of the most competitive years ever. Ad Club of the Triangle President Maria Montano said that the 448 entries in the 2006 Triangle ADDY Awards clearly demonstrated “the uniqueness and individuality of the human spirit.” Taking home a bronze ADDY for its “Out of the Bag” campaign were newcomers to the competition, Zebra Print Solutions.

The company’s campaign announced its new name, new location, and updated business focus. It was the brainchild of Charlotte and Pat DiLeonardo who closed their franchised print shops in Raleigh to open Zebra Print Solutions, a commercial print, fulfillment, and logistical support enterprise off Globe Road in Morrisville. They sent each of their customers, vendors, and supporters stuffed zebras wearing Zebra Print Solutions t-shirts and red bow ties set inside clear plastic bags tied with ribbon and cards that announced “It’s Time to Let the Zebra Out of the Bag!” The cards also provided services, benefits, and contact information in a playful and engaging way.

The response from recipients has been enthusiastic, and Zebra Print Solutions sales are markedly up over those from the same period last year, when the business operated in a franchised delivery model.

Zebra Print Solutions President Charlotte Di Leonardo says, “When I go out to meet with customers, our zebras are always prominently displayed, so they are obviously being enjoyed. I believe that our increase in business also shows that they have been successful as constant reminders of the creativity and attention to detail that we bring to every job. Thank you Ad Club for acknowledging our efforts.”

About Zebra Print Solutions

For businesses that depend on print and related media for their success, Zebra Print Solutions is a state-of-the-art commercial printer, providing comprehensive logistical support and rapid response information delivery. We specialize in complex and high volume marketing and training materials for which deadlines are firm and flawless fulfillment is mandatory. At Zebra Print Solutions, we understand your project’s unique purpose and its long term value in your overall business plan. On the Web at www.zebraprintsolutions.com. Call 919.314.3700

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