

Content Critical, LLC Opens for Business with Acquired Assets of Global Document Solutions and Astoria Graphics

March 25th, 2010

FOR IMMEDIATE RELEASE

Management Team of Industry Veterans Plans Expanded Services

CARLSTADT, N.J., March 18, 2010 – Content Critical, LLC, a new technology-enabled document outsourcing company, today announced it has acquired certain assets of two leading New York-area companies – Global Document Solutions and Astoria Graphics – and is assuming immediate responsibility for servicing their customers.

“To our customers, we pledge there will be a seamless transition and no interruption in the projects now in process,” said Fred Van Alstyne, chief executive officer and president, Content Critical. “We are excited to be offering expanded state-of-the-art services to businesses across the country.”

Content Critical is backed by two highly regarded financial sponsors. The Company’s lead investor, FTV Capital, is a private equity firm with more than \$1 billion under management and a focus on investing in dynamic growth businesses. In addition, Keltic Financial has provided Content Critical with a senior credit facility to help fund the Company’s expansion.

“Content Critical possesses an innovative platform, a comprehensive range of services and a unique consultative approach for servicing its blue chip clients in financial services, consumer services and telecommunications,” said FTV spokesperson Karen Gilbert. “We look forward to collaborating with Fred and his team in support of Content Critical’s near- and long-range customer service and product initiatives.”

Van Alstyne added, “At a time when our industry is besieged with economic pressures, we are pleased to be able to launch Content Critical on such firm footing. We have a great client roster, a highly experienced staff, strong capitalization and management expertise.”

In addition to Van Alstyne, the management team for Content Critical includes John Slaney, chief operating officer; and Alan Darling, senior vice president, Sales and Marketing. Former Astoria Graphics principals, Ronald Koff and Mitchell Koff, each have been named vice president, Sales. The new company has 204 employees.

About Content Critical LLC

Content Critical provides technology-enabled document outsourcing services, such as statement processing, web-to-print applications, digital variable printing and electronic document delivery, as well as traditional direct marketing and commercial printing to leading companies across the United States. The corporate headquarters are in Carlstadt, N.J. Other facilities are located in New York City, and Hayward, Calif. For information, call Ron Koff 201-528-2901 or visit www.contentcritical.com.

About FTV Capital

FTV Capital is a multi-stage private equity firm that invests in high-growth companies offering a range of innovative solutions. FTV Capital provides entrepreneurs with unique access to its Global Partner Network, a group of the world's foremost financial institutions that have invested in FTV Capital and its portfolio companies for more than a decade. Founded in 1998, FTV Capital has more than \$1 billion under management and has offices in San Francisco and New York. For more information, please visit www.ftvcapital.com.

About Keltic Financial

Keltic Financial Services has specialized in providing asset-based working capital lines of credit to middle market companies for over ten years. Keltic's credit facilities range from \$1,000,000 to \$10,000,000 and target manufacturing, service and distribution companies. Keltic can finance companies that are highly leveraged, in a turnaround situation or experiencing accelerated growth. Keltic can also provide capital to finance acquisitions, management buyouts, turnarounds and DIP financing. During the past decade Keltic has committed over \$800 million and in addition to its headquarters in Tarrytown, New York has regional offices throughout the country. For more information please visit www.kelticfinancial.com