



## **Summit Direct Mail expands operations through a strategic partnership with Harte Hanks and an asset purchase of their Direct Mail Division**

**[DALLAS, Texas - May 15, 2020]:** Summit Direct Mail, a leading full-service direct mail and marketing services company, announces, effective June 30th, the creation of a strategic partnership with Harte Hanks (NYSE: HHS) a leader in behavioral marketing, through digital, direct, sampling, fulfillment and customer care. As part of this partnership, Summit also acquired the assets from the Harte Hanks Jacksonville, Florida Direct Mail division.

"We are extremely excited about the new strategic relationship with Harte Hanks, and the expanded capabilities and services it will provide to both our existing base of clients," commented John Barber, President and CEO of Summit Direct Mail. "Our combination of traditional litho printing, as well as three state-of-the-art ink jet web presses, gives Harte Hanks the opportunity to offer highly personalized, four color, in-line, variable digital high-speed printing. The addition of several new lines of equipment, will allow Summit to be able to increase production capabilities and services and continue to be on the leading edge of technology when it comes to direct mail and marketing services."

"We are excited to partner with a client-focused organization committed to the highest quality print and mail production," commented Brian Linscott, Harte Hanks' Chief Operating Officer. "Our strategic partnership will enhance our collective capabilities in the marketplace and we look forward to growing our customer opportunities."

### **About Summit Direct Mail:**

Summit Direct Mail is an industry-leading provider of print, mail, and fulfillment services in addition to other multichannel marketing and digital communication solutions. The company operations are based in the Dallas-Fort Worth metropolitan area providing services for clients coast to coast. Primary service offerings include digital printing, offset printing, direct mail, product literature fulfillment, transactional mail, web to print/e-commerce, and complete online marketing automation services. Summit Direct Mail has approximately 200 employees delivering solutions in North America. For more information, visit Summit Direct Mail at [www.summitdm.com](http://www.summitdm.com), call 877-247-0993, or email us at [info@summitdm.com](mailto:info@summitdm.com).

### **About Harte Hanks:**

At Harte Hanks, we're building a modern, behavioral marketing company. We marry our data-driven understanding of human behavior with a seamless connection to the consumer. Through digital, direct, sampling, fulfillment and customer care, we manage a full consumer experience. And in doing so, we are shortening the distance between behavior and action. Harte Hanks has approximately 2,400 employees delivering solutions in North America, Asia-Pacific and Europe. For more information, visit Harte Hanks at [hartebanks.com](http://hartebanks.com), call 800-456-9748, or email us at [pr@hartebanks.com](mailto:pr@hartebanks.com).