

Ripon Printers Acquires Sells Printing Co.

March 29, 2012

Ripon, Wisconsin

FOR IMMEDIATE RELEASE:

Ripon Printers (Ripon, WI), a leading printer of catalogs, publications, manuals, and soft-cover educational products, acquired certain business interests and assets of the Sells Printing Co. LLC (New Berlin, WI) on March 27, 2012. The combined annual sales of the two companies total approximately \$55 million. This acquisition unites two market leaders, bringing greater resources and a broader range of services to both companies' clients.

The name of the combined companies will be "Ripon Printers", and Andy Lyke, president and CEO of Ripon Printers, will continue serving in that role. "This is an exciting time for our customers and for Ripon Printers," Lyke said. "Sells Printing is well respected in the Milwaukee market and beyond. It's commitment to meeting and exceeding it's customers' expectations makes it a perfect match for Ripon Printers. We look forward to continuing this fine tradition – providing customer delight to all of our customers. We anticipate the synergy created by the combining of these two companies will create more employment opportunities, particularly at our main plant in Ripon. This is good news for our employees, company and the Ripon community."

Donald Schroeder, president of the former Sells Printing Co., agrees. "Once we decided that being acquired was the best course of action, choosing Ripon Printers was easy. The Lyke family has provided steady, successful leadership for the past 50 years that resulted in significant company growth. The Lykes and the team at Ripon Printers have also created a customer-first culture that Sells Printing customers value and have come to expect. "

The acquisition of Sells Printing Co. is part of Ripon Printers' strategy to build for the future. The company frequently is recognized for its management and marketing excellence. During the past year, Ripon received the Entrepreneur of the Year Award as part of the 30th annual Marian University Business & Industry Awards, in addition to a recent National Association for Print Leadership (NAPL) Management Plus™ Silver Award and two NAPL Marketing Plus Gold Awards.

"We look forward to continuing and expanding Sells' long tradition of excellent customer service as we welcome the Sells customers into the Ripon Printers family," Lyke concluded.

About Ripon Printers

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 240 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

FOR MORE INFORMATION CONTACT:

Carol Cluppert

Marketing Director

920-748-3136

800-321-3136

carolc@riponprinters.com

www.riponprinters.com