



NEWS RELEASE

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AOL VETERAN GERALD SOKOL JOINS VERTIS COMMUNICATIONS AS CHIEF FINANCIAL OFFICER

BALTIMORE (Dec. 7, 2009) – [Vertis Communications](#), a premier marketing services provider of targeted print advertising and direct marketing solutions to America's leading retail and consumer services companies, announced today that 10-year AOL finance and operations executive, Gerald Sokol, Jr., has been named chief financial officer for the company effective immediately. Sokol will lead the finance, IT and supply chain management groups for Vertis. He will also lend his comprehensive knowledge of the Internet and online marketing to Vertis as it expands into emerging channels to better augment client communications into interactive media and integrated marketing campaigns.

"Jerry's keen financial acumen within the new media space, coupled with his diverse operational and business development background, will help fuel Vertis' corporate and client initiatives into our next phase of growth," said Quincy L. Allen, chief executive officer for Vertis Communications. "Jerry has provided the executive team with extreme confidence that his experience in joint ventures and strategic partnerships will allow us access to new markets and opportunities. Additionally, as Vertis strengthens its multichannel and Web-based service offerings, we are excited to leverage Jerry's proven expertise in online, mobile, and new media marketing to amplify our understanding of customers' evolving communications needs."

Most recently, Sokol served as executive vice president of AOL Finance, Operations and Strategy for the AOL division of Time Warner. During his 10 years with the company, Gerald administered a multi-billion dollar operating budget and led business development, domestic operations, and the marketing analysis team. Gerald launched the AOL service in 11 international markets that generated several hundred million dollars of revenue through a mix of search, advertising, and subscription services and also led the IPO of AOL Latin America.

Prior to AOL, Sokol served as CEO, president and acting board chairman for NTN Communications, an interactive and Internet game development company, where he successfully architected a major financial, product and organizational restructuring. He has also held the position of vice president of finance and treasurer at Tele-Communications, Inc. (TCI), which was the largest U.S. cable TV company and prior owner of Liberty Media, where he managed a \$14 billion debt portfolio, structured numerous cable and programming acquisitions, and led several IPOs.

Sokol holds a Bachelor of Arts in business administration from Oakland University in Rochester, Michigan, and a Master of Science in finance from the University of Colorado. He will be based at Vertis' Baltimore headquarters.

Current CFO, Barry Kohn, will remain at the company until mid-February 2010 to assist with Sokol's transition. After guiding Vertis through its 2008 financial reorganization and merger, Kohn, who has made a career of assisting companies with financial turnarounds, is taking this opportunity to seek new challenges. With Vertis' stronger balance sheet and new leadership in place, the company is poised for future success.

To learn more about Sokol's new role with Vertis, contact Grace Platon at 800.365.8957 or gplaton@vertisinc.com.

About Vertis Communications

Vertis Communications is a premier provider of targeted print advertising and direct marketing solutions to America's leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using creative services, proprietary consumer research, database targeting and digital technologies, premedia and media placement services, combined with its world-class printing expertise. With more than 100 locations in North America, Vertis' extensive suite of services includes advertising inserts, direct mail, out-of-home displays, newspaper special sections, POP, marketing collateral, online interactive and multimedia. For more information, visit www.vertisinc.com.

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