

solutions beyond the page

Brown is committed to helping customers grow their businesses, build their brands and reach their strategic initiatives. We do this by staying abreast of market trends, maintaining flexibility and responding to customer needs. With this commitment in mind, Brown is proud to introduce the following new solutions:

➔ **B.Mobile**

From 2008 to 2009, mobile internet use has nearly doubled; over 63 million people are currently sending and receiving more than 75 billion SMS/Text messages every month. To take advantage of this mobile trend, Brown now offers 2D Barcoding, a method of encoding information in which thousands of characters provide useful and relevant information to you and for your advertisers or customers.

This technology allows you to transform traditional print into an interactive, multi-media experience. B.Mobile works with all smart phones and carriers to engage your readers or customers, elicit mobile responses, collect demographic data and provide ROI accountability on your behalf. B.Mobile 2D barcoding also provides infrastructure solutions to enable mobile ticketing and couponing programs, creating seamless multimedia marketing opportunities.

➔ **Data & Analytic Services**

Are you interested in understanding more about your customers' purchasing behaviors and attitudes? Brown can now help you print and mail smarter by utilizing analytics and modeling that help you use data more effectively.

Brown now provides specialty prospect lists, data overlays, list rentals, and data installation powered by Experian's industry leading consumer and business databases. These services build your customer base, help you manage promotions, and reduce cost while growing your return on every customer you communicate with.

➔ **Ad Sales Intelligence**

Are you looking to sell more ad pages? Do you tearsheet competitors' books to find new leads? You can have that intelligence along with the most up-to-date and relevant ad sales information, analysis and advice directly on the desktop of every member of the sales team. Brown's new partnership with MagazineRadar offers unique and powerful tools to help you target prospects, guide your strategy, and land the sale.

If you are interested in working together with Brown or any of our value added solutions, please contact us at 866.323.9336 or call your Brown Sales Representative.

Try B.Mobile Today

Download the NeoReader to your web-enabled camera phone.

- Open the browser on your phone.
- Visit <http://get.neoreader.com>
- Install the NeoReader 2D barcode reader as instructed.

Open the NeoReader application.

Scan the 2D barcode shown below.

View the Brown Printing Mobile site as it automatically opens on your phone.

Scan, repeat, & enjoy other 2D barcodes.



*Standard fees and data rates may apply.

click

Which Brown partnership interests you most? Let us know!

visit www.bpc.com/forum

Brown Streamlines Nylon's Process



Nylon began producing their five titles at Brown's Waseca facility this past April. The five titles include **Nylon**, a fashion, beauty and culture magazine, **Nylon Guys**, a self-described "Not for Girls" magazine, **Inked**, the magazine of pop culture and music for people who enjoy tattoo art, **Tokion**, a magazine for the creative mind, and **Surface**, a publication dedicated to creative inspiration and coverage of the burgeoning design world.

"This partnership stemmed from Waseca's flexibility in scheduling, personalized customer service and a streamlined prepress process," said Lee Moroz, Brown Sales Representative for Nylon. "Virtual proofing played a large role in streamlining that process."

Prior to printing with Brown, Nylon Holdings was utilizing a traditional pre-press house. Brown's team was able to streamline Nylon's pre-press process by introducing Virtual Proofing. With this enhancement, Nylon implemented a standard in-house virtual workflow allowing for the elimination of traditional proofs and reduced prepress cycle times.

"Many publishers fear changing printers, but the Brown team has been very accommodating and is consistently providing us with new solutions such as virtual proofing," said Don Hellinger, President of Nylon, "Brown has exceeded our expectations."

Thinking about moving to Brown or interested in streamlining your proofing process? Contact your Brown Sales Representative today or visit us at www.bpc.com.

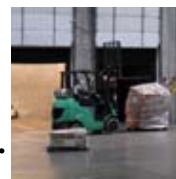
CUSTOMER PORTAL enhanced

In February, Brown launched B.Direct's Customer Portal, a real-time resource for information on inventory, production, and distribution for Brown customers. Last month the following upgrades were released:

- Enhanced preferences and privileges. In addition to production, distribution and inventory, users may now adjust premedia, press, bindery and scheduling access.
- Improved e-mail functionality. E-mails may now include attachments as well as be set up to automatically send paper inventory and receipts.
- Searchable paper inventory reports and receipts.
- Track your Dropship and Newsstand shipments.

Are you a customer with additional questions or comments? Contact your CSR for more information. Not a customer? Contact your Brown Printing Sales Representative today.

Brown Expands Logistics Solutions



In January, Brown began a vested partnership with ALG Worldwide Logistics, broadening co-mail services and increasing postage savings for customers. In the months following, Brown has added Variable Trim Binding (VTB) capabilities in Woodstock, IL and a 3rd Co-Mail line at the ALG co-mail facility.

Variable Trim Binding (VTB)
Variable Trim Binding Technology (VTB) allows for the stitching of multiple titles with varying face trims in one co-manufacturing

pool, enhancing postal savings for catalog and periodical customers. This technology allows for increased flexibility in the books' sizes, providing more customers with the opportunity to co-manufacture their titles.

3rd Co-Mail Line
Since its beginning in January, the partnership between Brown and ALG has led to vast increases in services and savings for customers. In addition to co-mail pool growth of over 65 percent, the installation of a

new 30-pocket co-mailer, the expansion of existing lines to 35 pockets and the installation of specialized thin pocket feeders accommodating book thicknesses down to two pages will continue to increase overall production capacity, unrivaled flexibility and postal savings to Brown customers.

For more on the Brown/ALG strategics partnership or our logistics services please visit www.bpc.com.

WHAT'S ON YOUR MIND?

With the Earth Day edition of the Brown Advantage in April 2009, we launched the Forum section of www.bpc.com. The Forum is an area for website visitors to discuss industry related topics and pose questions to the experts at Brown.

Previous topics have included "Ideas for Going Green" and "What is Keeping You from Co-Mailing?" To the right are a few of the earth-friendly ideas that were posted to the Forum.



Nathan
In an effort to reduce the amount of plastic that I consume I have purchased and re-purposed old bags for reusable shopping bags. I always carry 1-2 around to eliminate my need for plastic bags.

Amanda
Request to receive electronic statements and pay bills online.



Meghan
Wash your clothes in cold water, it saves your clothes and it saves on heating.

Have a desire to comment? Forum topics are updated frequently so please post your question or comment at www.bpc.com/forum

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Brown Printing Sales Offices

Please contact one of our knowledgeable sales representatives to discuss your printing needs at **866-323-9336** or contact a regional sales office from the list below.

East Coast Offices

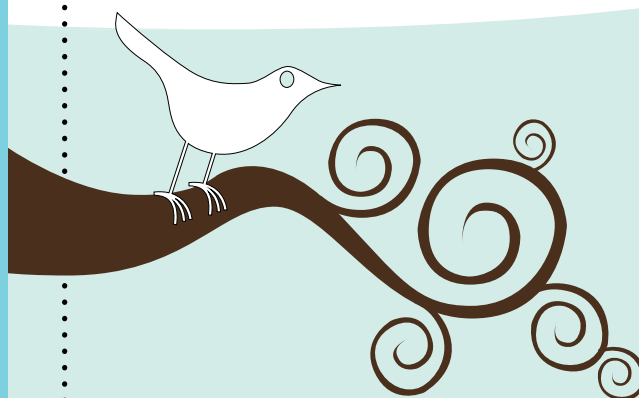
Atlanta, GA	770-625-4908
East Greenville, PA	215-679-4451
Fairfax, VA	703-385-3385
Nashville, TN	615-585-8563
New England	603-886-4891
New York, NY	212-782-7800
Red Bank, NJ	732-530-1379
West Palm Beach, FL	561-630-1441
Wickford, RI	401-295-1145

Midwest Offices

Burnsville, MN	952-898-7500
Columbus, OH	614-777-0303
Dallas, TX	972-478-4312
Waseca, MN	507-835-2410
West Des Moines, IA	515-327-8975
Woodstock, IL	815-338-6750

West Coast Offices

Los Angeles, CA	310-392-3705
Walnut Creek, CA	925-295-1640



ALL A-twitter

Brown Printing Company has joined the social media website Twitter (twitter.com/BrownPrinting). Our first tweets came from May's ACCM Catalog Show in New Orleans, LA where we were able to provide live updates and post photos from the event.

Twitter is a self-defined service for friends, family, and co-workers to communicate and stay connected through the answer to one simple question: What are you doing? The number of unique

visitors to Twitter has increased by nearly 1382% in the past year and continues to grow.

What has Brown been up to? Whether we are updating our latest co-mail options or tweeting about our newest forum topic, we provide updates daily and welcome you to follow us.

Are you a Twitter user? Begin following Brown Printing by visiting our homepage, www.bpc.com and clicking on the "Follow us on Twitter" link.