



For Immediate Release

DMX Direct Turns to GMC Software Technology for Time-Saving and Productivity-Enhancing Solutions

July 1, 2009 – Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that DMX Direct has standardized on GMC's Communication Suite to save time and enhance productivity for their direct marketing mail, compliance and transactional printing needs. As a result, DMX can now spool tens of thousands of contact records in minutes rather than the hours required by their previous product. In addition, DMX users can leverage the software's intuitive and object-orientated interface that greatly speeds the development, design and management of high-impact personalized communications including 1-to-1 marketing, variable data printing and e-Commerce solutions.

DMX Direct (aka Direct Marketing Excellence, Inc.) was formed in 1991 to support mutual fund shareholder communications and back office services including literature fulfillment, financial printing, warehousing, EDGAR filing, data processing, direct mail and e-Commerce. DMX has since expanded on this original foundation to extend its enhanced direct marketing and fulfillment solutions to other industries including financial, telecommunications, healthcare, publishing, high technology manufacturing and casinos. www.dmx-direct.com

"After a careful evaluation of the leading software solutions in the marketplace, we selected GMC because it provided us with the performance and range of functionality to meet the wide range of demands associated with our customer's communication requirements," said Jim Kennel, President of DMX Direct. "Most importantly, GMC offered a complete solution that excelled with our most complex documents and applications, allowing us to more quickly respond to our customer's needs."

"We are pleased that DMX Direct has selected our software as the document composition, management and workflow platform for their direct mail and transactional printing needs," said Michael Watts, President of North America at GMC Software Technology. "We are also pleased to be an integral component of their advanced and sophisticated direct marketing programs providing DMX customers the associated rewards and higher ROI".

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GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

GMC Software Technology

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GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. www.gmc.net.

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