

**Media Contact: Doug Hazlett  
Sandy Alexander****Rob Mayerson joins Sandy Alexander – An industry leader in digital solutions marketing and printing.**

Clifton, New Jersey – September 12, 2011. Sandy Alexander announced today the addition of Rob Mayerson to the organization. Rob will be the General Manager for eSA Digital Solutions, Sandy Alexander's digital technology division.

Mike Graff, President & CEO of Sandy Alexander stated, "Rob Mayerson is recognized by the industry as a leader in the digital printing and marketing arena. We expect his operational and technical expertise in variable data printing & workflow, One-to-One Marketing, and fulfillment will further broaden Sandy Alexander's digital product portfolio and provide innovation and added value to our current client's and future prospect's marketing campaigns."

Mike continued, "We have seen solid growth in our digital business and we continue to respond to our clients demands for new end-to-end products and services. The addition of Rob to Sandy Alexander's senior management team reflects our commitment to continued growth and expansion in the digital marketplace."

**About Rob Mayerson:** Rob Mayerson has spent over 20 years in the printing industry most recently as General Manager Digital Operations at a national direct marketing company. Prior to that, Rob's experience includes senior management positions in both digital hardware & software manufacturing and direct mail printing. Rob will be working from Sandy Alexander's corporate headquarters in Clifton, New Jersey.

**About Sandy Alexander:**

Sandy Alexander Inc. is the country's largest, independently owned, high-end graphics communications company, serving the needs of Fortune 500 clients. Headquartered at its facility in Clifton, New Jersey, Sandy Alexander also operates a direct mail facility in St. Petersburg, Florida. Sandy Alexander's portfolio of capabilities range from digital solutions, sheetfed, fullweb to wide & grand format. Sandy Alexander is also considered to be a leader in protecting the environment. A Partner of the EPA's Climate Leaders program, and the EPA's Green Power Partnership, Sandy Alexander relies on certified, clean, wind-generated electricity to meet 100% of the electrical needs. For more information, please visit [www.sandyinc.com](http://www.sandyinc.com) or call Doug Hazlett at 973-470-8100.