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Neopost Appoints New VP of Direct Sales

Neopost, the worldwide provider of mailing, addressing, document handling and logistics systems, has named Steve Davis as vice president of direct sales for Neopost. Mr. Davis is charged with increasing overall sales and profitability for Neopost products and services by increasing overall market share and margins. He will be responsible for building a foundation of processes, special programs and training that will enhance Neopost's brand value and help the company improve overall sales productivity.

According to Mr. Davis, "I am extremely excited to have the opportunity to help establish sales and training programs that will give Neopost strategic advantages over our major competitors and lead to substantial increases in market share."

With over 20 years sales and marketing experience, Mr. Davis brings to Neopost a well-rounded, strategic operational perspective and a keen understanding of the relationship between sales and overall business growth. Mr. Davis was most recently vice president of sales for Maintenance Warehouse, a wholly-owned subsidiary of Home Depot, where he implemented sales programs which leveraged the company to new levels of profitability.

Scot Stern, President & CEO of Neopost states, "Steve has a superior track record of instituting strategically effective, large-scale sales and marketing programs. This appointment represents Neopost's continuing dedication to enhance brand identity throughout the industry and help us to gain a more viable edge over the competition."

About Neopost

Neopost is a leading provider of mail, folding/inserting and mail accounting solutions, with products sold in the 5 largest global markets. Over Neopost's 70 year history, the company has produced many significant product breakthroughs, including everything from the first electronic postage meter, to the first folder/inserters with automated setting adjustments, to its flagship digital ink jet mailing systems. Neopost's innovative products and services all have one thing in common: they bring simplicity and efficiency to the complete mailing process in order to make businesses run more effectively.

For more information, call 1-888-Neopost (636-7678) or visit Neopost at www.neopostinc.com.

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