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MEDIA CONTACT:

Laura Hunt, 1st Degree

571-215-3271

lhunt@1stdegree.com



Moore DM Group launches Navistar Direct Marketing

Industry leaders will operate the direct marketing company with a modern production facility conveniently located in the Washington, D.C. Metropolitan Area

September 1, 2017, Washington D.C., — Moore DM Group announces the formation of Navistar Direct Marketing located in Fredrick, MD. Navistar Direct Marketing is a digital and conventional printing company with full-service direct mail production servicing nonprofit, commercial and political clients. The company will be a member of The Moore DM Group, a global leader in marketing solutions.

Navistar Direct Marketing provides turnkey production services to include creative solutions, digital and conventional printing, full-service direct mail, and fulfillment. The state-of-the-art facility will employ more than 200 people.

Navistar Direct Marketing named Art Simpson the president. Art served with EU Services for more than 30 years. A team of industry experts have joined Simpson at Navistar Direct Marketing to service its customers. Under Simpson's direction, Navistar Direct Marketing will have the highest commitment to delivering the most cutting-edge marketing campaigns to provide clients measurable business results.

"I am very excited about Navistar Direct Marketing as a member of Moore DM Group because of the talented direct marketing professionals who will be leading this company," said Navistar Direct Marketing CEO and Moore DM Group Chairman, Jim Moore. "Their dedication to the mission of their customers, joined with the cutting-edge technology available at the production facility, will be a winning combination."

About Moore DM Group

Moore DM Group (mooredmgroup.com) is a global leader in direct response marketing focused on all facets of the consumer experience. Based in Tulsa, Okla. the organization provides services including strategic consulting, production management, database services, analytical tools, direct response marketing, public relations and product fulfillment to nonprofit, association, commercial and government clients.

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