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FORMost Graphic Communications Hires Top Web-to-Print Executive
JEFF RICHARDS BECOMES VICE PRESIDENT OF BUSINESS DEVELOPMENT

Rockville, Md. -- FORMost Graphic Communications, a leading provider of Web-to-Print services and business forms, announces the hiring of Jeff Richards, who will lead the company's Web-to-Print sales division.

Richards becomes Vice President of Business Development for FORMost. He is charged with growing the company's successful Web-to-Print direct marketing services and driving association and nonprofit business to the www.formostgc.com and www.formostgc.com/html/webtoprint.html web properties.

"Jeff's background in direct marketing for fundraising and his sales success in the Web-to-Print category make him a great addition to our team," says James Feldman, president of FORMost Graphic Communications, which counts some of the nation's largest associations and credit unions among its client base. "With Jeff on board, we expect our Web-to-Print sales to increase significantly."

Richards is highly-regarded as a sales executive in the direct mail and web-based direct marketing industry. Prior to joining FORMost, Richards served as vice president of business development for USA MailNow, a division of USA Direct Inc., which he joined in 2002. He has 15 years experience in direct marketing program management, with the last four years focused on web-based programs.



Jeff Richards becomes VP of New Business at FORMost.

Prior to joining USA Direct Inc., Richards was executive vice president of a nationally acclaimed direct marketing agency in Washington, D.C., serving major clients, including Smithsonian Air and Space Museum, National Association of Realtors, American Gaming Association, Elizabeth Dole for President, Republican National Committee, and other national and state political campaigns and committees. Richards also served as deputy finance director at the National Republican Senatorial Committee, and managed membership acquisition for the National Rifle Association.

"I am excited about now working with a leader in Web-to-Print, FORMost," says Richards. "Our Web-to-Print product is an ideal direct marketing solution for associations, political organizations and other membership-driven institutions."

Richards has a BA in Business Management and Economics from Randolph-Macon College in Ashland, Virginia. Richards is 41 years old, married and the father of three children. He is active in his community and coaches Little League sports.

About FORMost Graphic Communications: Founded in 1985, Rockville, Maryland-based FORMost Graphic Communications is a privately-held company that ranks among the leading print providers in the nation. FORMost provided integrated business services, including business forms and forms management, direct mail printing and processing, in-house composition, package design and fulfillment, and digital printing, including variable data and web-to-print solutions. To contact Jeff Richards, call 301-424-4242. For information about FORMost services, call James Feldman, president, at 800-777-4242.

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