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Specializing in customized direct mail communications*

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EU UNIVERSITY UNVEILS FALL SEMINAR SCHEDULE

**Educational Sessions Will Include Tips on Paper Selection,
The Power of One-to-One Marketing and a Primer Course on Direct Mail Production**



Rockville, MD – EU Services has just announced a full slate of educational seminars for Fall 2006 as part of the company's EU University series.

The first EU University seminar will be the highly-regarded "Direct Mail Production 101", which will be held Tuesday, September 19th.

This popular 3-1/2 hour session touches on all aspects of direct mail – from package design and lists to what goes into getting your package printed, personalized and mailed.

This year, Direct Mail 101 has been updated to include valuable information on the latest printing and mailing technologies. Attendees will also review common problems that may occur at every stage of production. Twenty-seven year industry veteran Nancy Freeman, Senior Sales Executive at EU, will conduct this information-packed session.

On Tuesday, October 24th, EU University will host "Creating Cool Communications: Producing Memorable and Measurable Results". This all-new workshop will help you develop your message and review communication methods that can increase the return on your efforts while keeping costs in check. The seminar will focus on the power of digital printing, 1-to-1 marketing and personalized communications as an enabler to greater response and value.

Peter Muir, President of Bizucate, will be your guide as he takes you on a journey of market trends, marketing methods, proven practices with real examples and campaign options that leverage the power of great ideas and cutting edge technology. You'll leave with actionable ideas to help you grow your organization and increase the relationship with your members, constituents and customers.

The final Fall 2006 EU University seminar, "Paper with a Purpose: Choosing the Right Paper for the Job," will be held Tuesday November 14th. If you've ever wondered if you were spending too much or not making the correct paper choices for your projects, this seminar is for you. You'll discover how to get the most "bang" for your paper dollar, learn the printer's perspective for getting optimal results on press, and hear the latest on the recent battle between "white" and "bright".

This seminar will be presented by two experts in their fields: Jeff Lyons, Plant Manager of Frank Parsons Paper Company in Pittsburgh, PA and Mike Anderson, Senior Sales Executive at EU Services. You'll leave with many great handouts, as well as creative and useful tips that you can put to use right away to help you bring your printed jobs to life.

All seminars are free to customers of EU Services and just \$99.00 for other attendees. They are held at EU Services' dedicated EU University training center, located in Rockville, MD, unless otherwise noted. For additional information and to register for a seminar, go to www.euservices.com.

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About EU Services: *Founded in 1968, EU Services is a Rockville, Maryland-based full service direct mail production facility with more than 375 employees. The company offers a one-stop solution for envelope and commercial print production, variable color digital printing, data processing, lettershop mailing and fulfillment. For more information about EU Services, please call 1-800-230-3362 or visit www.euservices.com.*

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