



FOR IMMEDIATE RELEASE: July 24, 2020

Contact: Janae Gray
Phone: 515.779.0155
E-Mail: janae.gray@mittera.com

Mittera to Acquire Selected Assets of Ambassador Press
*Mittera Strengthens Its Position in Point Of Purchase and Retail Services
by Joining with Ambassador*

Des Moines, IA — Mittera, one of the leading print and communication solutions companies in the country, has announced it has entered into a definitive agreement to acquire Ambassador Press, an industry leader in POP and Retail Services out of Minneapolis, Minnesota. The deal is expected to close August 1, 2020.

The addition of Ambassador will further enhance Mittera's presence in POP and large format printing as well as complex kitting and distribution. The Ambassador client relationships, personnel and critical infrastructure will join Mittera's national network of print production and communication solution professionals, allowing for a seamless customer experience with expanded capabilities.

"In today's business environment, our entire industry needs to reevaluate how we can best serve our customers going forward. This deal will allow the Ambassador team to continue to offer their customers the same service they have come to expect, but will now be backed by Mittera's national manufacturing platform and enhanced suite of marketing solutions. As our industry continues to consolidate, I believe more owners will see the value of not waiting, but choosing to join forces in a creative way when their company is still strong and profitable like Ambassador." said Jon Troen, Chief Executive Officer of Mittera.

Ambassador will relocate production equipment and kitting services to Mittera's Chicago and Iowa locations. All Ambassador key staff will join Mittera to ensure a seamless customer experience.

Ambassador is a reputed award-winning printer with 60 years of expertise. The family-owned company has been run by brother and sister duo since 2015 who have continuously expanded Ambassador's base of customers that align with Mittera's target network. "We have always put our customers' and employees' needs first, and this partnership will allow us to serve both for the long run. I'm excited to be a part of Mittera's long term success." said Candice Engle-Fieldman Ambassador's CEO.

With this acquisition, Mittera reiterates its confidence and expertise as an organization and its expanding set of solutions and capabilities will better support its existing and future customers.

For more information, please contact Janae Gray at janae.gray@mittera.com.

About Mittera

Mittera is a multi-platform print, marketing and media company with more than 1,300 professionals providing printing, direct mail, design, digital and analytic solutions for clients throughout the United States. Mittera has been actively expanding its footprint and offerings and operates facilities in Iowa, Illinois, Wisconsin, New York, New Jersey, Florida, Texas and Colorado. For more information, see www.mittera.com.

About Ambassador Press

Ambassador is an award-winning printer with over 60 years of expertise. Focusing on offset and digital printing, as well as large format and complex kitting projects, Ambassador specializes in programs that other companies find to complex or quick turn. Ambassador's R&D and concepting group have developed programs that serve some of the largest retailers in the United States.

###