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**PSB, INC. AWARDED SUPPLIER OF THE YEAR  
*by CUES***

LAKE FOREST, CA: On Monday, November 3, 2008 PSB, The Marketing SuperSource was recognized as Supplier of the Year by the Credit Union Executives Society (CUES) during the organization's annual CEO conference in Las Vegas. CUES is one of the premier organizations supporting the nation's 8,600 credit unions.

CUES recognizes the top industry vendors annually by assessing the contributions and accomplishments of the respective companies. Then, their 20-person committee selects the top company.

PSB Founder Bill Berndt commented, "This is a tremendous honor for the entire company. Our employees have earned this award for their dedication and commitment to excellence over the past 17+ years."

PSB was founded in 1991 as a specialty printer with a focus on financial service clients in the Southern California market. PSB's innovative SourceBook design catalogs offering high quality, pre-created promotional designs at affordable rates was introduced in 1994. These turn-key programs found favor at institutions with limited marketing budgets and in need of quality marketing solutions.

Over the course of the following 14 years, PSB grew rapidly throughout the U.S. and today serves over 600 clients across the country. With nearly 200 awards for marketing/creative excellence at national competitions, PSB is now known as both a creative and responsive business partner to financial service clients nationally, as well as a growing list of local general business clients in their hometown of Orange County.

"Our success has been driven by our commitment to serve the client. PSB clients appreciate our 'can do' attitude and depend on us to make the seemingly impossible happen. We never take anything for granted. Each project is a chance to exceed expectations," said President Mark DeBellis.

PSB adopted digital creative and print technology early on, which allowed them to meet the growing demand for high quality, agency-level services, quickly and affordably. Today, their 80 employees work out of a Lake Forest, California campus where all phases of project creation and fulfillment take place.

Vice President of Operations, Lair Hull said, "We are one of the only companies in existence that offers a true single-source, integrated marketing solution. Starting with our creative department and all the way through on-

site pre-press, printing, binding, mailing and even online media---you won't find a more comprehensive service at the speed and value of PSB."

Innovation is synonymous with PSB. As a certified FSC green printer, PSB is one of only a handful of printers nationally that actually self-produce electricity to power their climate-controlled pressroom.

PSB is looking forward to their next 17 years and is building new initiatives in corporate branding, strategic client acquisition strategies (such as matrix and new mover mailings), direct response print and digital media programs.

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