

Court Square Capital to Acquire MailSouth from New Mountain Capital

Court Square sees opportunities to continue company's growth trajectory

Helena, Alabama - October 29, 2010 – MailSouth, a leader in shared mail advertising for rural and suburban markets, announced today that it has entered into a definitive agreement to be acquired by funds affiliated with Court Square Capital Partners, a leading private equity firm. This acquisition will enable MailSouth to continue its already rapid growth rate while enhancing its commitment to customer success. The existing MailSouth management team, under the leadership of CEO Albert Braunfisch and President Tom Settle, will continue in its role and partner with Court Square to drive the next phase of MailSouth's expansion.

“MailSouth is committed to growing markets and frequency across rural America with a goal of offering advertisers greater access to the rural consumer,” said Albert Braunfisch, MailSouth's CEO. “We have significantly improved and grown our business since 2005 through our partnership with New Mountain Capital, adding more than 10 million homes to our coverage area, increasing our frequency and audience, upgrading our facilities, and more than doubling revenues and earnings. We believe Court Square will enable us to continue to build upon our strong platform as there are significant opportunities to provide more value to our customer base by expanding our product offering and entering new markets.”

The transaction will bring to a close MailSouth's successful partnership with New Mountain Capital. Over the course of New Mountain's investment in MailSouth from 2005 to today, the Company experienced significant organic growth and business building, completed three acquisitions, and significantly enhanced its operations and capabilities.

Robert W. Baird & Co. acted as exclusive financial advisor to MailSouth for the transaction.

About MailSouth, Inc.

MailSouth, Inc. is the largest independent provider of shared mail services nationwide, having partnered with clients to deliver reliable advertising solutions since 1988. MailSouth's business success stems from a simple premise - provide measureable results and a solid return on the customer's marketing investment. MailSouth is uniquely positioned with access to over 20 million U.S. households in 27 states and over 400 markets. The Company's 98% household penetration in non-metro geographies is unsurpassed by other competitors. MailSouth's 3,000+ client portfolio includes consumer packaged goods manufacturers, retailers and service providers across the United States.

For additional information, visit www.mailsouth.com.

About Court Square Capital Partners

Court Square Capital is one of the most experienced private equity firms in the industry. Since 1980, the group has invested in over 170 transactions across a wide array of sectors including: media, aerospace & defense, industrials, business services, technology, healthcare and travel. Court Square Capital currently manages over \$4 billion of aggregate capital commitments and is based in New York, NY. For more information please refer to Court Square's website at www.courtsquare.com.

About New Mountain Capital

New Mountain Capital is a New York-based private equity firm investing for long-term capital appreciation through direct investment in growth equity transactions, leveraged acquisitions, and management buyouts. The Firm currently manages private and public equity funds with approximately \$8.5 billion in aggregate capital commitments. New Mountain seeks out the highest-quality growth leaders in carefully selected industry sectors and then works intensively with management to build the value of these companies. For more information on New Mountain Capital, please visit www.newmountaincapital.com.

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