



Contact:
Shannon Seastead
Vice President of Marketing
and Communications
OSG
201-871-1100, ext. 209

FOR IMMEDIATE RELEASE

Output Services Group Acquires ClickSpark, a Performance-Based Lead Generation Company

Acquisition expands the OSG platform with cutting-edge, lead generation technology

Ridgefield Park, NJ – May 12, 2016 – Output Services Group (OSG), a leading provider of outsourced billing and statement services and customer communications, today announced that it has completed the acquisition of ClickSpark, a privately-held, performance-based lead generation company based in Rochester, NY. ClickSpark will continue to operate as a separate business under the direction of Brian Einhaus, Founder and Chief Executive Officer, and Thomas Tortora, Chief Operating Officer.

“OSG, ClickSpark and DoublePositive, which we acquired last year, share the same core values and have a common interest in our customers’ success,” states Scott W. Bernstein, Chairman and Chief Executive Officer of OSG. “This acquisition solidifies the marketing engine of the OSG platform and aligns with our growth strategy. This is an excellent opportunity for OSG to expand our marketing and technology offerings. We look forward to working with the talented team at ClickSpark.”

“Adding ClickSpark’s technology, expertise and resources to our already robust marketing communications offerings enhances our ability to provide a more expansive suite of customer lifecycle marketing products and services,” states Neil Metviner, Executive Vice President and Chief Marketing Officer of OSG. “From full-color onsets, to digital marketing, to lead generation we are committed to providing the best possible offerings to help our clients grow.”

“The entire ClickSpark team is excited to be joining OSG,” says Einhaus. “We know that joining forces with a company like OSG not only strengthens our offerings, but also allows us to expand our customer base and enter into new markets.”

About OSG

OSG is a next-generation business technology partner providing integrated customer communications solutions through a state-of-the-art processing environment. OSG offers comprehensive and flexible electronic billing and invoice/statement services, document printing and mailing and a suite of forward-thinking marketing solutions. Progressive communication technologies enable OSG’s clients to transform their customer interactions to drive revenue, reduce costs and strengthen relationships.

With over 20 years’ experience as a business outsourcer for total customer communication management, OSG has the knowledge and expertise to best suit the needs of the telecommunications, leasing, financial services, distribution, healthcare, heating oil/propane, government and publishing markets. A solid reputation has made OSG an award-winning transactional communication provider.

About ClickSpark

Founded in 2006, ClickSpark is a performance based internet marketing company that specializes in lead generation and technology. Their lead generation platform features a proprietary algorithm that predicts lead success, allowing them to deliver high converting targeted leads to their clients. ClickSpark has received multiple awards for their best-in-class lead generation products and has been listed on the Inc. 500|5000 fastest growing companies list for two consecutive years.

