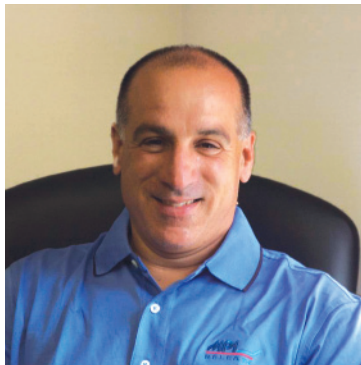


Join us at
**LABEL
 EXPO
 2010**
 Booth 1453

Letter from the Top



Welcome to our first newsletter. The purpose of this newsletter, which will come to you regularly, is to keep you informed about the growing and diverse resources that we are building to meet and exceed the changing needs of our customers.

Although MPI started manufacturing release liners more than 20 years ago, the last couple of years have proven themselves to stand out as some of the most challenging, innovative periods in our development into a world-class manufacturer of release liners. Our new Greenfield, Indiana plant is fully operational, providing new wide-web (87") capabilities and thermal release chemistries. In concert with the acquisition of Indiana and the

modernization of our Winchester facilities, is the expansion of our sales team headed by a major industry leader, Steve Odders.

We hope you find the information here useful and that it will inspire you to give us the opportunity to become a trusted partner.

Ed Alois
 President

Technical Bulletin THE CHEMISTRY OF SUCCESS

Matching Silicone Systems to Adhesives

Understanding the chemistry of silicone release systems and their myriad interactions with adhesives is central to MPI Release's success. We engineer every release system to provide a unique customer solution and to meet demanding qualification schedules.

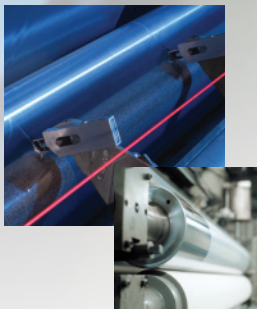
MPI offers the full range of release levels from "Ultra Premium Easy" to "Extra Tight" on one or both sides of a large library of papers and films. Offering Electron Beam (EB), Ultraviolet (UV), and Thermal curing technologies, MPI Release provides a broad array of chemistry options to solve a customer's release needs. The combination of a particular chemical formulation and curing technology is the "release system".

According to Chip Sheeran, Technical Director for MPI Release, "new adhesives and new applications are constantly being developed." Since 90% of MPI Release business involves adhesives, the responsibility to come up with the right coating process and release formulation on a timely basis falls squarely on Chip and the Product Development team.

Since 90% of MPI Release business involves adhesives, the responsibility to come up with the right coating process and release formulation on a timely basis falls squarely on Chip and the Product Development team.

After years of experience with customers in many diverse industries including labels, tapes, automotive, medical, electronics and more, the MPI technical team can successfully tackle any challenging application they are given. As an example, customers with roll label and heat transfer printing applications routinely approach MPI with a sample release film and ask for a matching release product. If they provide a sample of their adhesive, this is a relatively straightforward task. Even without the adhesive, however, the team can provide a range of candidate release liners that customers can test and qualify in their own facilities.

MPI follows a detailed and complete testing protocol that assures that a release system will be engineered that meets each customer's technical specifications and requirements.



Company Profile

Duffy Brings Quality Control to Manufacturing Management



Paul Duffy, Manufacturing Manager at MPI Release, comes to the job with an extensive background in quality control. Trained and experienced in ISO systems, Duffy worked in the converting industry for 9 years before joining MPI Release with the express purpose of establishing

the ISO standard in the company and taking charge of quality control. Ten successful years as Quality Assurance Manager led to his current responsibilities as head of manufacturing.

At a custom manufacturer, like MPI Release, where every job entails a unique release solution, uniting quality control expertise with management of the manufacturing process is critical. Duffy's appointment underscores the company's commitment to both a high standard of quality excellence and an assured environment of continuous improvement. And these two pillars are a solid foundation for the future success and growth of the company.

Expansion News

Warehouse capacity increased by more than

50%

A significant investment in warehouse capacity is going forward rapidly at the company's principal manufacturing site and Headquarters in Winchester, MA, through the acquisition and customization of adjacent warehouse space. This means

that offsite warehousing will be totally eliminated. This expansion and consolidation, scheduled for completion in September 2010, meets two of our customer service objectives:

- Purchasing and stocking inventory of substrates and coatings in order to meet customers' Just-In-Time delivery requirements.
- Securing additional materials to cover temporary industry shortages, providing some protection to our customers from market fluctuations (See above article on polyester film).

Industry Alert

Polyester (PET) Film in Worldwide, Short Supply

A combination of reduced production capacity in the USA, shortages of raw materials and increased consumption worldwide, including increasing demand for flat panel TV & monitors—have resulted in worldwide shortages of PET. Since the beginning of 2010 MPI has experienced three price increases and extended lead times. We anticipate more of the same into the fall of 2010.

MPI Release is taking extraordinary steps to ensure the continuous availability of this critical material for our customers. Finding and securing reliable sources has become a crucial activity within the company. Our goal is to maintain sufficient PET inventories to serve our growing customer base. (See warehouse expansion).

Thicker gauge films are particularly difficult to source quickly; we encourage customers to issue blanket purchase orders up to 3 quarters in advance, so we can purchase the materials needed and be ready to produce and ship when required.



MPI Release Video

If you have not seen it yet, please contact us to get a copy. You will meet members of our management team, see our facilities in Massachusetts and Indiana and learn about our capabilities and our customer focused approach to servicing your requirements on a timely basis.

MEET THE MPI RELEASE TEAM

At our booth #1453 at

LABEL EXPO

MPI
ISO 9001 REGISTERED

Chicago | September 14th to 16th

MPI RELEASE

37 East Street • Winchester, MA 01890

"DON'T GET STUCK WITHOUT US"®

Web: mpirelease.com Phone: 888-MPI-8088 E-mail: price@mpirelease.com