

Consider it Done.

In today's competitive world, getting your products to market on time and error free is critical. But managing the back-end takes time and resources away from what's really important: growing your company. With AmericDirect, consider it done.

From procurement and packaging to fulfillment and inventory management, our exceptional portfolio of services is flexible...flawless...and focused on your success.

The logo features a thin grey arc above the word "americ" and another thin grey arc below the word "direct".

americ•direct

Your packaging and fulfillment partner.

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Introducing AmericDirect

There's a lot to be said for a company's name, and AmericDirect is no exception. The first part, Americ, reflects our history as a reliable, responsive manufacturer of discs and packaging for independent multi-media companies. For years, we were known by our loyal customers as Americ Disc.. But today, we do so much more.

The second part of our name, Direct, is even more significant. By definition, direct means the shortest way, without turning or stopping; uninterrupted; straightforward; exact; complete; honest and to the point. This accurately describes who we are and how we treat our customers. To us, it's more than words. It's a way of life.

You Bring the Challenge. We'll Bring the Expertise.

Unpredictable demand is the most difficult challenge to managing and operating your business. Seasonal fluctuations, retailers who come and go, and the fickle nature of consumer preferences make it tough to get your products to market in a reasonable timeframe. Will you need more people to handle a sudden upswing? Do you have the right equipment and systems to meet ever-changing requirements? What if demand suddenly drops...along with your return on investment?

We understand your challenges. Since 1987, we've partnered with independent multi-media companies like yours to convert fixed costs (associated with managing your own back-end functions) to variable costs (able to fluctuate up or down, in line with demand). That means less waste, fewer worries, and no sleepless nights. Your bottom line gets stronger, and you gain peace of mind.

In a volatile industry like this, turn to AmericDirect as your preferred third-party logistics provider (3PL). The benefits are significant...from improving reliability and speed to managing cash flow through the ups and downs of the business cycle. By offloading non-core functions to us, you can redirect people and budgets toward innovation, new products and better customer relationships.



Supporting Your Growth

Our mission is to provide exceptional services that support your growth. We partner with entertainment firms, independent music labels, movie and music publishers, CD and DVD manufacturers, and related companies who need to get multi-media products to market on time, without error. This helps you maximize (and monetize) artistic rights; stay on the cutting edge with new products and promotions; and enhance the value of your digital offerings with tangible, customized add-on products. Let us put our expertise, equipment and systems to work for you:

INCREASE REVENUE

- Get products into the marketplace on time and error-free
- Keep your channel partners and end users happy
- Capture market share

MAXIMIZE SCARCE RESOURCES

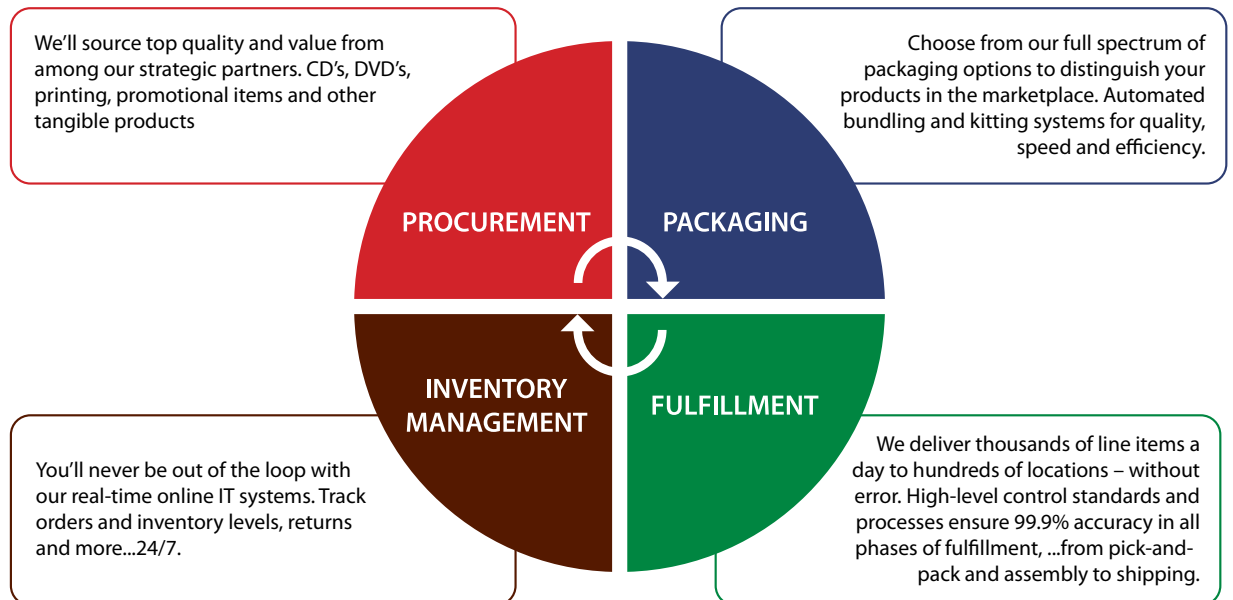
- Redirect money, time and people to value-added activities
- Convert fixed costs to variable costs
- Absorb shifts in volume and demand (planned or unplanned)

RELAX

- Stop worrying about day-to-day logistics
- Leave the hiring and people management to us
- Reduce the risk of large capital investments

Integrated Services

AmericDirect offers a portfolio of exceptional services for independent multi-media companies of all sizes. From end to end, you'll save time and effort without sacrificing quality. Choose one... or choose them all...they're scalable based on your needs. Whether it's business-to-business or business-to-consumer, you'll enjoy a single point of contact for managing critical back-end functions that impact your growth and profitability.





You're There.

Succeeding in a volatile marketplace is challenging. Every day the rules change. Technology and trends shift. And customers find new ways to get exactly what they want, precisely when they want it. Being there when they're ready to buy is non-negotiable. Otherwise, the opportunity's lost. And so is the revenue.

In an unpredictable world, you need a reliable back-end partner with exceptional services to get you there...on time and error free. But don't just take our word for it; here's what a few of our customers have to say:

"Our expertise is NOT in managing people and warehouses. For us to go back into distribution, it would impede us...and not even sure it would be cheaper."

[Vice President and Chief Operating Officer]

"We have to monetize our rights in every way possible."

[Owner]

"Marketing is changing. Now, the consumer decides what, where and when. We constantly have to look at new things."

[Director of Business and Legal Affairs]



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