



CATHEDRAL
CORPORATION

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FOR IMMEDIATE RELEASE

**MASSEUR JOINS CATHEDRAL CORPORATION AS VP — SALES;
BRINGS EXPERIENCE IN SALES AND SERVICE EXCELLENCE**

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ROME, NY -- Cathedral Corporation, a national provider of transactional documents, customer care communications and personalized direct mail and e-marketing programs, has named Jerry Masseur its Vice President of Sales.

“Jerry’s reputation for integrity and service excellence — not only with customers, but also with employees — is a perfect fit for Cathedral,” said Marianne Gaige, President and CEO of Cathedral Corporation. “His mission in joining us is to move sales and customer relationships to even higher levels of service. We welcome his expertise and experience in sales leadership and look forward to a future of continued growth with Cathedral.”

Masseur comes to Cathedral Corporation from Danka Enterprise Solutions, Waltham, Mass., where he served as area vice president and led his region to No. 1 in the country, producing more than \$1 million per month in new account revenue. Masseur excels at directing award-winning sales teams, retaining high-value employees, building company profitability and identifying areas for revenue growth.

“One area of focus for me is to develop our valued sales employees so that they overachieve by becoming better partners with our customers,” Masseur added. He has established concentric sales territories for improved contact and continuity with customers, and plans to establish a telemarketing arm to further improve customer service and retention.

Another growth area will be facilities management, under which Cathedral provides printing and data management equipment and staffing for firms. This solution allows customers to avoid capital investment and human resource expenses, while offering fixed costs and guaranteed quality. Cathedral also can provide data crisis management capabilities, keeping copies of data and stepping in seamlessly to provide service in the case of natural or other disasters.

“Jerry is uniquely qualified to lead our facilities management and disaster recovery services to a position of unparalleled strength in this essential area, providing service excellence in the challenging new economy,” Gaige said.

Masseur previously held regional and global accounts management positions with major firms in the document solutions and telecommunications management fields, including Lanier World Wide, Konica/Minolta and MCI WorldCom.

“Cathedral is a company of the highest integrity, and provides each customer with personalized solutions and service excellence,” Masseur said. “The expectation is 100-percent quality, and that is my background as well. Anything less is unacceptable.”

Masseur holds a B.S. in Business Management from St. Regis University.

For additional information, please contact Larry Beasley at 315-356-6229 or visit us online at www.cathedralcorporation.com.

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About Cathedral Corporation

Recognized in the industry for on-time and error-free performance, Cathedral Corporation serves a broad range of industries in the U.S. including financial services, healthcare, utilities, higher education and religious organizations. The company employs 175 people and is headquartered in a 60,000-square-foot facility at Griffiss Business and Technology Park in Rome, N.Y., with additional facilities in Lincoln, R.I., Buffalo, N.Y., and Nashua, N.H.