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**FOR IMMEDIATE RELEASE**

**WALTZ, NATIONALLY RECOGNIZED IN POSTAL INDUSTRY, NAMED  
CATHEDRAL'S VP FOR POSTAL AFFAIRS AND BUSINESS DEVELOPMENT**

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ROME, NY -- Cathedral Corporation, a national provider of transactional documents, customer care communications, personalized direct mail and e-marketing programs, has named Kimberley J. Waltz, a nationally recognized industry leader in the postal service, as its Vice President for Postal Affairs and Business Development.

"Kim's extensive knowledge of the postal industry and its communications network, including her ability to analyze postal issues, offers a tremendous resource for Cathedral customers," said Marianne W. Gaige, President and CEO of Cathedral Corporation. "Her standing within the postal service and insight into future strategy will help our customers gain a competitive advantage in this area."

Waltz, who has amassed more than 30 years experience in the mailing industry in the Northeast, has been nationally recognized by the United States Postal Service (USPS) for her leadership within the mailing community and for her support of the Postal Customer Council Program.

Waltz served on the USPS National Advisory Committee for several years, and held the position of National Industry Co-Chair from 2006-2008. She is a member of the USPS Mailer Technical Advisory Committee, the Executive Committee for the Providence, RI, Postal Customer Council and the New England Business Expo.

Waltz has been a frequent presenter at the National Postal Forum, as well as numerous national business organizations. She is the former President of the Offering Envelope Association and has received several achievement awards, including the USPS Industry Member of the Year for 2004-05.

(more)

“I look forward to fostering our relationship with the U.S. Postal Service in both the Rome and Lincoln, RI, facilities as we institute the Intelligent Mail Barcode into Cathedral’s operations,” Waltz said, adding that she will remain on the USPS Mailer Technical Advisory Committee, helping Cathedral and its customers to take best advantage of both first-class and standard mail applications.

Building on Cathedral’s record of excellence, “My goal is to expand our branding into all areas of business in both the private and public sectors, where Cathedral can provide high value with our integrity and commitment to service,” Waltz added.

Cathedral, an industry leader in direct mail, marketing and communication programs, has won consecutive Best-of-the-Best awards from Xerox Corp., in 2009 for direct marketing and in 2010 for transpromo. The awards recognize innovation and results-generating applications through a multi-national competition.

Cathedral serves a wide range of businesses including credit unions, banks, educational and health care institutions, utilities, religious organizations and a variety of industries.

For additional information on how Cathedral can meet your needs, please contact Marianne Gaige at 315-334-1307 or visit online at <http://www.cathedralcorporation.com>.

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### **About Cathedral Corporation**

*Cathedral Corporation offers the Essentials® line of printed and electronic financial communication programs, personalized direct mail, and e-marketing services. This includes the analysis and application of customer data to create trans-promotional checks, statements and invoices, highly targeted direct mail, and a wide range of customer care communications. 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, health care, 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, RI; Buffalo, NY; Nashua, NH; St. Louis, MO; and Huntsville, AL.*