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**Vestcom CEO John Lawlor Named Ernst & Young Entrepreneur Of The Year®  
2011 Southwest Area North Award Finalist**

**Little Rock, AR—May 17, 2011—**[Vestcom](#), the leader of [integrated shopper marketing](#) solutions and best-in-class provider of business process outsourcing solutions, today announced Chairman and CEO John Lawlor has been named an Ernst & Young Entrepreneur Of The Year® 2011 Southwest Area North Award finalist. According to [Ernst & Young LLP](#), the awards program recognizes entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Lawlor was selected as a finalist from nearly 90 nominations by a panel of independent judges. Award winners will be announced June 25 at the Hyatt Regency Dallas hotel in Dallas, Texas.

“For the past 25 years, Ernst & Young has honored the best entrepreneurs through our Entrepreneur Of The Year Program,” said Debra L. von Storch, Ernst & Young LLP, Partner and Entrepreneur Of The Year leader. “These entrepreneurs have a tremendous impact in Southwest Area North. We are extraordinarily proud to honor innovative, market-leading entrepreneurs like John Lawlor.”

Based on award applications and an on-site visit, Ernst & Young selected Lawlor for his vision and leadership, as well as Vestcom’s outstanding financial performance. Lawlor joined Vestcom in 2008 as chief commercial officer but didn’t stay in that position long. Lawlor quickly identified Vestcom’s opportunity to become the recognized leader for retailers in shopper marketing applications and the company board named him chairman and chief executive in November 2009. With his intense focus on doing better each day for his associates, customers and shareholders, Lawlor has been integral in driving the company to grow at an unprecedented rate. In true entrepreneurial fashion, he has led Vestcom’s transformation from a label printer to a cutting-edge business process outsourcing provider that enables

retailers to robustly mine data to fundamentally enhance the customer experience and reduce time and labor.

The Ernst & Young Entrepreneur Of The Year Program celebrates its 25th anniversary this year. The program has expanded to recognize business leaders in more than 140 cities and more than 50 countries throughout the world.

Regional award winners are eligible for consideration for the Entrepreneur Of The Year National Award. Award winners in several national categories, as well as the Entrepreneur Of The Year overall National Award winner, will be announced at the annual awards gala in Palm Springs, Calif., on Nov. 12. The awards are the culminating event of the Ernst & Young Strategic Growth Forum<sup>®</sup>, the nation's most prestigious gathering of high-growth, market-leading companies, which will be held November 9–13, 2011.

### **Sponsors**

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards are pleased to have the Ewing Marion Kauffman Foundation as a national sponsor. In the Southwest Area North program, sponsors include First United Bank & Trust, Smith, Frank & Partners, Roach Howard Smith & Barton and Transwestern.

### **About Vestcom International, Inc.**

Little Rock, Arkansas-based Vestcom is the leading provider of customized shelf-edge communications and specialized marketing services for the retail industry—delivering proven results and influencing shopper behavior at the point-of-decision for the nation's top retailers and their suppliers, processing more than 100 million price/promotion updates per week through its 10 production facilities located across the United States. Vestcom's services benefit retail clients by reducing store operations expenses, increasing retail sales and coordinating in-store execution with retailers and their brand partners. For more information about Vestcom visit [www.vestcom.com](http://www.vestcom.com).

### **About Ernst & Young Entrepreneur Of The Year<sup>®</sup>**

Ernst & Young Entrepreneur Of The Year<sup>®</sup> is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur

Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

**About the Ernst & Young**

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 141,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential.

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