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PRESS RELEASE

FOR IMMEDIATE RELEASE

Freedom Achieves HITRUST CSF Certification to Further Mitigate Risk in Third Party Privacy, Security and Compliance

HITRUST Certification validates Freedom's commitment to meeting key healthcare regulations and protecting sensitive private healthcare information.

Milton, WI, August 25, 2017 – Freedom, a leading provider of traditional and digital direct mail services, today announced their Restricted Enterprise Data (RED) Environment and ConnectEXECUTE® Campaign Management System have earned Certified status for information security by the Health Information Trust (HITRUST) Alliance. With the HITRUST CSF Certified Status, Freedom's RED Environment and ConnectEXECUTE® platform meet key healthcare regulations and requirements for protecting and securing sensitive private healthcare information.

HITRUST CSF Certified status indicates that the Freedom's RED Environment and ConnectEXECUTE® platform have met industry-defined requirements by appropriately managing risk and places Freedom in an elite group of organizations worldwide that have earned this certification. By including federal and state regulations, standards, and frameworks, and incorporating a risk-based approach, the HITRUST CSF helps Freedom address these challenges through a comprehensive and flexible framework of prescriptive and scalable security controls.

"Healthcare providers are under great pressure to meet complex compliance requirements that include technical and process elements such as HIPAA, NIST, ISO and COBIT," said Marty Liebert, President and CEO at Freedom. "The HITRUST CSF is the gold-standard that needs to be met, and Freedom is pleased to be able to demonstrate its commitment by achieving HITRUST CSF Certification."

"The HITRUST CSF has become the information protection framework for the health care industry, and the CSF Assurance program is bringing a new level of effectiveness and efficiency to third-party assurance," said Ken Vander Wal, Chief Compliance Officer, HITRUST. "The CSF Certification is now the benchmark that organizations required to safeguard PHI are measured against with regards to information protection."

About Freedom

Freedom is one of the largest privately held direct mail companies in the United States with five manufacturing facilities strategically located throughout North America. Specializing in the production of loyalty & acquisition direct mail programs, Freedom offers "inline" & "offline" traditional and 4-color fully-variable digital web-press and sheet-fed printing, in-house lettershop, extensive laser & inkjet personalization capabilities, mailing services, in-house commingling, logistics, and multi-channel marketing solutions supported by a proprietary client interface & campaign management technology platform.

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