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**FOR IMMEDIATE RELEASE**



## **Alliance Media Printing, Inc. Starts Printing of *International Herald Tribune***

Alliance Media Printing, Inc. (AMPI), a division of the Print Town Group, announced that it has begun printing the *International Herald Tribune* (IHT) at its Makati City plant.

"We are pleased that IHT has chosen us to provide for their printing needs," said Dennis O. Valdes, AMPI President. "The efforts of our employees and our continuing investments in new production equipment and technology enable us to offer high-quality, cost-effective printing to a growing number of local and international clients."

The editors of the *International Herald Tribune* prepare the news pages in Paris and send these files electronically to the newspaper's Hong Kong office for distribution to various printing locations throughout Asia. In Manila, Print Town receives the pages via satellite all before midnight. The page images are then transferred onto aluminum plates that go into high-speed printing presses that run early in the morning, ensuring that IHT readers get their copies of the newspaper before breakfast.

"Printing in the Philippines gives IHT the ability to offer a 60% discount off the newsstand price and early morning hand delivery to offices and homes in Metro Manila," said Randy Weddle, IHT Managing Director for Asia/Pacific. "Our aim is to become the number one international newspaper in the Philippines."

The Print Town Group of companies pioneered digital workflow and sophisticated computer-to-plate (CTP) technology to shorten newspaper production times. Compared to traditional film pre-press, CTP technology improves printing quality, especially for advertisements, allowing advertisers to "stay digital" from the agency computer until the printed plate.

"All our hard work is paying off," said Henry M. Santos, Print Town's newspaper division vice president. "Our advanced processes let readers in the Philippines enjoy the international news and perspectives that the IHT brings."

For IHT subscription in the Philippines, contact the Subscription Manager, *International Herald Tribune*, 910 West Tower, PSE Center, Exchange Road, Ortigas Center, Pasig City 1605 (Fax: 633-0751)

### **About the Print Town Group:**

**Alliance Media Printing, Inc.** and its sister companies, **FEP Printing Corp.** and **LexMedia Digital Corp.** form the Print Town Group. The Print Town Group's presses print titles such as the *Philippine Daily Inquirer*, the country's largest circulating broadsheet; *Inquirer Libre*, the country's largest net circulation tabloid; *Bandera*, the largest circulation tabloid in the Visayas and Mindanao; *Tumbok*, one of the top ten tabloids in Metro Manila; and *Cebu Daily News*, the second-largest circulation newspaper in Cebu.

For more information contact Alliance Media Printing Inc., Louie Prieto Bldg., Mascardo Street, Makati City (Phone: 897-4386)