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FOR IMMEDIATE RELEASE



Brian Ng, 2nd from right, VP and General Manager of LexMedia Digital Corp.'s Commercial Division, shakes the hand of Peter Hoerning, President of Heidelberg Philippines, upon signing the contract to purchase the Heidelberg CD-102 as part of LexMedia's expansion program to service the growing magazine industry. Also shown in photo is Mildred Lorzano, Heidelberg Account Manager, and Dennis Valdes, LexMedia President.

LexMedia Digital Corp. Buys Heidelberg Sheetfed Press

LexMedia Digital Corp., the magazine and book-printing arm of the Print Town Group, recently announced its purchase of the latest printing press from Heidelberg Philippines Inc. as part of a multi-year expansion program to service the growing publishing industry.

"This investment is our latest endeavor to provide world-class printing services to the magazine industry," said Dennis O. Valdes, LexMedia President. "Our aim is to become the premier magazine printer in the country by providing local publishers with high quality printing, quick production turnaround, and innovative service, all at a competitive price."

Under an agreement signed with the world's leading graphics equipment manufacturer, LexMedia Digital will take delivery before the end of the year of a Heidelberg CD-102, a five-color sheetfed press that can run at 15,000 copies per hour. It is capable of printing books, posters, brochures, calendars, and packaging materials.

"We are honored that LexMedia Digital has chosen Heidelberg to be their preferred partner in this exciting business," said Heidelberg Philippines President Peter Hoerning. "Heidelberg is definitely looking forward to grow with LexMedia Digital and to continue providing

adequate support in their on-going business expansion."

The sheetfed press is part of LexMedia's P500 million peso investment program that will provide end-to-end solutions for publishers. It follows the purchase of a Heidelberg M600 heatset web ordered earlier this year. The equipment will be installed at Print Town, a state-of-the-art printing complex in Biñan, Laguna.

"We chose Heidelberg machines for their automated features that allow us to shorten production times," Valdes said. "We are also impressed by the local Heidelberg organization and their commitment to provide after sales support, training and services."

LexMedia currently provides pre-press services to newspapers and magazine publishers. Its Digital Ad Delivery System (DADS) enables advertisers to submit digital material to their printers, shortening production time, reducing costs, and improving quality.

LexMedia pioneered digital workflow and sophisticated computer-to-plate (CTP) technology in newspapers. Compared to the traditional color separated film, CTP technology improves printing quality, especially for print advertisements, allowing advertisers to "stay digital" from the agency's computer until the printed plate.

About Print Town Group:

LexMedia Digital Corp. and sister companies **Alliance Media Printing, Inc.** (AMPI) and **FEP Printing Corp.** (FEP) 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.

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