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FOR IMMEDIATE RELEASE



LexMedia Digital Corp. buys two Creo Trendsetters. With the latest addition to the growing family of computer-to-plate (CTP) equipment, LexMedia's prepress capacity to produce thermal plates directly from digital files will greatly enhance its prepress service to newspapers and magazines. Shown in photo during the recent contract signing are (from left to right) Dennis O. Valdes, President, LexMedia Digital Corp., Brian K. Ng, VP & General Manager, LexMedia Digital Corp., Eric Davis H. Ng, VP Operations, Graphic Sales Center, Inc., Hanan Drory, Regional Sales Director, Creo Asia Pacific (Singapore) Pte Ltd, and Tintin Marayag, Sales & Marketing Manager, Graphic Sales Center, Inc.

LEXMEDIA DIGITAL CORP. BUYS TWO CREO TRENDSETTERS

LexMedia Digital Corp., as part of its objective to provide the best pre-press services to newspaper and magazine publishers, recently announced its purchase of two Creo Trendsetter computer-to-plate (CTP) machines.

"There's no letup in our investment drive to acquire the latest technology to service magazine and newspaper publishers," said Dennis O. Valdes, LexMedia President. "This purchase strengthens our ability to provide local publishers with high quality printing, quick production turnaround, and innovative service."

With the latest addition to its growing family of CTP equipment, LexMedia's capacity to produce thermal plates from digital files will surpass all its competitors combined. LexMedia Digital currently provides pre-press services to leading newspapers and magazine publishers. It pioneered digital workflow and sophisticated CTP technology in newspapers when it purchased its initial four Creo Trendsetter systems in late 2001.

Computer-to-plate machines bypass the traditional use of films in the prepress process by imaging digital files directly onto the aluminum printing plate. The plates are then used in high-speed presses that place ink on paper.

LexMedia provides full digital workflow integration with its Digital Ad Delivery System (DADS). Known in the advertising industry as DADS, this service enables advertisers to submit digital material to their printers, cutting down on advertising material production times, reducing costs, and improving quality.

DADS and CTP technologies combined allow advertisers to "stay digital" from the agency's computer until the printed plate, greatly improving the print quality and color fidelity of advertisements.

One of the Creo Trendsetters will be installed at Print Town, a state-of-the-art printing complex located in Biñan, Laguna. At Print Town, LexMedia will open the Philippines' most modern magazine and book printing facility in early 2004.

For more information contact LexMedia Digital Corp., Garden Floor, Corinthian Plaza, Paseo De Roxas, Makati City 1200 (Phone No. 811-3383 or Fax No. 892-4966).