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## FOR IMMEDIATE RELEASE

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### LexMedia Digital Corp. Takes Delivery of Heidelberg Web Press

LexMedia Digital Corp., the magazine and book printing arm of the Print Town Group, today announced that it had taken delivery of an M600 web press from Heidelberg Philippines Inc., part of a P500 million expansion program to service the growing publishing industry. Installation commences immediately and commercial operations are scheduled by February 2004.

“Our new press will enable us to provide high-quality printing, faster turn around, and innovative services to publishers,” said Dennis O. Valdes, LexMedia President. “Our aim is to become the premiere magazine printer in the country.”

The Heidelberg M600 web offset press, which many of the world’s top printers use, can run at 44,000 copies per hour. It is capable of printing books, posters, brochures, calendars, and packaging materials. Heidelberg built the machine, only the second heatset web in the Philippines, in its factory in France.

Besides the M600 web press, LexMedia has also purchased this year a CD-102 sheet fed press, a Kolbus Ratiobinder, and two new Creo Trendsetter computer-to-plate machines. The investment in the brand new equipment will give it the capability to provide end-to-end solutions for publishers. The equipment will be installed at Print Town, a state-of-the-art printing complex in Binan, Laguna.

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

LexMedia pioneered digital workflow and sophisticated computer-to-plate (CTP) technology in newspapers to shorten printing 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.

#### **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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