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## FOR IMMEDIATE RELEASE

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### LexMedia Digital Completes Installation of CTP Machines

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

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.

"Publisher's needs are growing more sophisticated," said Brian K. Ng, LexMedia General Manager. "We intend to stay ahead of the curve by investing in machines that let publishers cut their production time while insuring high quality."

The new machines, coupled with sophisticated software, will allow LexMedia to offer 10 micron Staccato FM screens – which means magazine publishers can print products of photographic quality with more vivid colors.

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.

The Creo Trendsetters are 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.

#### **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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