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## FOR IMMEDIATE RELEASE

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### Print Town Group Takes Delivery of Kolbus Perfect Binder

LexMedia Digital Corp., the magazine and book-printing arm of the Print Town Group, announced the delivery of its soft-cover perfect binder from Kolbus, allowing it to provide one-stop services for the growing publishing industry.

The Kolbus Ratiobinder is being installed at the Print Town Group's state-of-the-art complex in Biñan, Laguna. The brand new machine is the Philippines' highest capacity binder, capable of gluing together as many as 8,000 magazines an hour, or as many as 140,000 books a day.

"The Kolbus is a big leap in the binding capacity of the country," said Brian K. Ng, LexMedia General Manager. "Philippine-based publishers can now expect faster turnaround of their job orders."

The Kolbus Ratiobinder, which can handle books or magazines with spines as thick as eight centimeters, is part of the Print Town Group's P500 million peso expansion program that will provide end-to-end solutions for publishers.

The machine, now being installed at the Print Town complex, follows the delivery of a Heidelberg M600 heatset web last month. Full commercial operations are scheduled by February 2004.

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 ad 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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