

December 23, 2003

FOR IMMEDIATE RELEASE



Print Town Group Takes Delivery of Heidelberg Sheetfed Press

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

The Heidelberg Speedmaster CD-102, a five-color sheetfed press that can run at 15,000 copies per hour, is being installed at the company's state-of-the-art printing complex in Biñan, Laguna. The brand new press is capable of printing magazines, books, posters, brochures, calendars, and packaging materials.

"Our sheetfed press will complement our M600 web press and allow us to provide world-class printing services to the magazine industry," said Brian K. Ng, LexMedia General Manager. "Publishers working with us will enjoy the benefits of working with brand-new, state-of-the-art equipment, namely high quality, fast turnaround and innovative solutions."

The sheetfed press is part of the Print Town Group's P500 million peso expansion program that will provide end-to-end solutions for publishers. The press, now being installed at the Print Town complex, follows the delivery of a Heidelberg M600 heatset web last month. Commercial operations are scheduled by February 2004.

"We opted to outfit our machines with the newest automation available to allow us to shorten production times," Ng said. "Both our web press and our sheetfed press have autoplate features to reduce make-ready times and computer-based monitoring systems to ensure consistent high quality throughout the printing process."

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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