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FOR IMMEDIATE RELEASE



Print Town Group Delivers PLDT Annual Report Before Deadline

Makati City, Philippines (May 14, 2004) – LexMedia Digital Corp., the commercial printing arm of the Print Town Group, today announced that it completed delivery of more than one million copies of Philippine Long Distance Telephone Co.'s annual report.

Lexmedia fully delivered the copies it was contracted to print one day ahead of schedule, which will enable PLDT, the nation's largest telecommunications firm, to send out on time the annual report to its millions of shareholders.

"We are happy to bring the capabilities of our modern printing facility to service the high print quality requirements of PLDT," said Dennis O. Valdes, LexMedia President. "Our aim is provide the benefits of our high-speed, high-quality printing presses to the Philippines' top corporations."

Lexmedia invested more than P500 million to build the most modern printing facility in the country. Its brand new equipment includes an Heidelberg M600 web press, a CD-102 sheetfed press, and a Kolbus Ratiobinder. The M600 press and Kolbus perfect binder are currently the highest-rated capacity machines of their kind in the Philippines.

LexMedia's M600 is the only heatset web press in the country with features such as an autoplate, web catcher, and computerized monitoring systems. Those features reduce make-ready times and insure consistent quality whether the run is 5,000 copies or 500,000 or 5 million.

"The timely delivery of annual reports is important for us in PLDT since we are publicly listed both in the Philippines and the United States. The task we gave Print Town to deliver over a million copies within a specified date was formidable, and we commend their team for accomplishing this before schedule," said Butch Jimenez, PLDT vice president for media and strategic communications. "It's a pleasure working with suppliers such as Print Town that can deliver quality work on time and at a competitive price."

Lexmedia's factory in Biñan, Laguna, is a one-stop, fully digital printing facility that lets publishers and editors enjoy the benefits of modern technology. Lexmedia uses Creo Trendsetter computer-to-plate machines to output plates, skipping the color separation process all together. Lexmedia's advanced way of printing shortens production time, reduces costs, and improves quality when compared to the conventional film-to-plate process.

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 is the nation's largest newspaper printer. Its presses print titles such as *Asian Wall Street Journal* and the *International Herald Tribune*.

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