

November 19, 2004  
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### Print Town Wins Silver Medal in Asian Print Awards



**Singapore (November 19, 2004)** – The Print Town Group’s commercial printing arm, Lexmedia Digital Corp., received a silver medal in the just concluded 2004 Asian Print Awards, bringing international recognition of its ability to produce high-quality products.

On its second year, the Asian Print Awards were established to raise standards and promote the achievements of Asian printers. This year’s finalists were selected from a field of over 1,800 top quality entries submitted by print media companies from 13 Asian countries.

Lexmedia’s silver was in the Web Offset Printing category on uncoated paper for the Manila Night Life magazine. Two other Filipino print media companies took home Silver Prizes in their respective categories during ceremonies for the Asian Print Awards conducted November 19 at the Ritz-Carlton in Singapore.

The significance of the Philippines' wins were summarized by Dennis Valdes, president of Lexmedia Digital: "This kills the myth that you have to go out of the Philippines to get quality printing. Filipino printers have the facilities and technical skill to compete globally for print excellence."

According to Alf Carrigan, Chairman of the Australian National Printing Laboratory and head of this year's 7-person international judging panel, "Entries are judged on the quality of the print and no matter how clever the design, gimmicky the presentation, or brilliant in content, entrants stand or fall on the print quality."

"In some cases the margin between winning Gold over Silver was infinitesimal," said Paul Callaghan, chairman of the Asian Print Awards. "In fact, as an untrained print observer I could not see much difference in the jobs being scrutinized for the top prize. Another reason why we have experts from Asia and Australia to make these very important decisions."

**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 the *Philippine Daily Inquirer*, *Asian Wall Street Journal* and the *International Herald Tribune* .

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