

Reaching a new milestone is always a rewarding experience and we are honored to still be serving the publishing and printing markets after more than 40 years. Violet CTP technology continues to be the industry's Total Cost of Ownership leader, and we look forward to championing its value in the printing and publishing market for many more years to come. Thank you for your continuing support.

Rick Black
President and CEO
ECRM



NEWS – For Immediate Release

ECRM ANNOUNCES 1000th VIOLET CTP INSTALLATION IN NEWSPAPERS; SLP INSTALLS SEVEN PLATESETTERS AT RUST COMMUNICATIONS

CAPE GIRARDEAU, MISSOURI -- November 9, 2011 -- ECRM Imaging Systems of Tewksbury, Massachusetts, today announced the sale and installation of their 1000th violet CTP platesetter in the newspaper marketplace. The MAKO NEWSmatic platesetters were sold via ECRM's distribution partner, Southern Lithoplate (SLP), and was part of a 7-system purchase and installation agreement by SLP and Rust Communications of Cape Girardeau, Missouri.

In accordance with the purchase agreement, SLP has installed these platesetters at Rust production sites throughout the Midwest. Each system is generating high-quality pages using SLP Replica HSV Violet plates. Replica HSV Violet CTP plates combine wide-exposure latitude with consistent, durable printing that can yield 250,000 impressions (over 1,000,000 with post baking). Users benefit from less waste, and greater value is achieved in the make-ready stage due to outstanding ink and water balance on press.

ECRM Quote

"We are a proud member of the SLP *CtP Alliance* program," notes Rick Black, ECRM President and CEO, "Since 1969, ECRM has been serving their clients with superior and cost-efficient printing solutions, yet I credit our successful longevity to our network of partners who continue to excel. Our partnership with SLP, an important and trusted newspaper supplier, has supported North America newspapers with quality, efficient, and easy-to-use publishing solutions for more than 20 years. They have successfully generated new momentum in innovative and cost efficient newspaper CtP installations. We are pleased to be a part of that".

Mr. Black also reported that, "Globally, ECRM has installed more than 2000 violet CTP platesetters in both newspaper and commercial printing operations via their extensive worldwide distribution network".

(For more information about ECRM, go to www.ecrm.com.)



SLP Quote

“Despite the unsettled marketplace, SLP has seen digital plate consumption continue to increase, fueled in part by newspapers tapping into new commercial revenue streams,” notes SLP Senior Vice President Steve Mattingly. “The more that newspapers convert to CTP, the more significant strides they will make in driving bigger profit dollars. The *CtP Alliance*, formed in 2006, enables SLP to market and support turnkey solutions, not just products. Our partner vendors, such as ECRM (an Alliance member since 2008) work with us in developing tools based solely on what customers are telling us they need. It works for Rust Communications as much as it works for all our customers.”

About Rust Communications

The company was founded in 1967, when Gary W. Rust and his wife Wendy purchased the small *Cape Girardeau Weekly Bulletin*. In 1982, the growing media firm purchased its first daily paper, the *Dexter Statesman* followed in 1986 by the acquisition of their flagship publication, *Southeast Missourian*, a daily newspaper. By 2011, the publishing empire had grown to 19 daily papers, 31 weekly papers, and minority-ownership of 17 radio stations in eight states. Founder Gary Rust retired from daily management of the company in 2001 and today sons Jon, who is on the Board of Directors for the Associated Press and chairman of the Suburban Newspapers of America board, and Rex, president of Inland Press and member of the PAGE Cooperative board of directors, head up the management team. In 2003, Gary Rust was inducted into the Missouri Press Association's Newspaper Hall of Fame.

About Southern Lithoplate, Inc.

Southern Lithoplate, Inc. (www.slp.com), headquartered in North Carolina, specializes in the manufacture, distribution and service of analog and digital plates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value and Performance throughout the world. Southern Lithoplate provides customers with a full array of high-quality, value-priced products. Southern Lithoplate's service infrastructure is designed to exceed the needs of the company's customer markets. State-of-the-art manufacturing facilities are located in Jackson, Tenn.; Grand Rapids, Mich.; and near the world-renowned Research Triangle Park in North Carolina.

About ECRM

ECRM Imaging Systems is a global leader in imaging technologies for the graphic communications industry. For over four decades ECRM has successfully applied a broad range of optical, imaging, laser, and digital-electronic technologies to meet the business needs of its customers. Today, ECRM is the patented flatbed violet laser-imaging technology leader. The Massachusetts-based company has sold and supported more than 5,000 computer-to-plate devices and over 27,000 imagesetters in 110 countries around the world. ECRM's Tewksbury, MA facility is ISO 9001:2008 certified and is dedicated to maintaining the highest standards in research and development, design, manufacturing, service, and support. For more information, go to www.ecrm.com.

-- ### --

Press Contacts

Steve Mattingly
Southern Lithoplate, Inc.
T. 800-638-7990 x2240
smattingly@slp.com

Debbie Dunn
ECRM, Incorporated
Tewksbury, Massachusetts
T: 978-640-2411
E: d_dunn@ecrm.com

Craig Kevghas
Boston PR Network
T: 978-392-8990
E: news@ecrm.com