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SOUTHERN LITHOPLATE LAUNCHES NEW STRATEGIC PARTNER PROGRAM WITH HDS PREMIER CONSULTING LLC

Laguna Niguel, California, April 13, 2009 – Southern Lithoplate announced today that it is expanding its CtP Alliance program to bring additional services to its customers. The Alliance is re-named *The Certified Strategic Business Partner Program* to reflect its broader role in providing new capabilities.

HDS Premier Consulting LLC is the first organization to join the expanded partnership. With printers being impacted by the internet and drastically changing economic conditions, HDS will offer revenue growth programs based on an integrated media strategy. HDS has a long history of achieving revenue growth for its clients through re-structuring and expanding advertising offerings, and developing integrated media pricing, packaging and sales training programs to support these initiatives.

Debbie Holzkamp, founder and principal of HDS commented “We have worked with brand leaders for many years, and we have successfully developed programs to increase brand awareness and increase revenue. We are confident that we will help printers develop solutions to counter the difficult business conditions that they are facing. Our methods are adaptable to changing consumer tastes and will be customized for each market to reflect the changing needs of advertisers. Print has a unique opportunity to be the key component of a multimedia communications strategy”

Steve Mattingly, Vice President of Sales and Marketing for Southern Lithoplate stated that “We have enjoyed great success with our CtP Alliance Program. Now is the perfect time to take the next step and broaden the partnership to include even more capabilities for our customers. HDS Premier Consulting will provide proven methods for generating additional revenues for our clients through the implementation of an integrated media strategy. This will be an invaluable benefit in these challenging economic times”

About Southern Lithoplate, Inc.,

Southern Lithoplate Inc., headquartered in North Carolina, specialized 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 their customer markets. Our state-of-the art manufacturing facilities are located in Jackson Tennessee, and near the world renowned Research Triangle Park in North Carolina, USA.

About HDS Premier Consulting LLC

HDS Premier Consulting (www.hdspremierconsulting.com) is an Orange County based business management consulting company that offers operational and market development expertise to companies that need to build and implement growth strategies. Clients include midsize to large media and retail companies and news publishing organizations. HDS Principal, Debbie Holzkamp has previously served in a variety of roles including publisher, general management, senior vice president, and sales and marketing management for Knight Ridder, Gannett, and Freedom Communication companies.

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