



**FOR IMMEDIATE RELEASE:**

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**READING EAGLE CONVERTS FROM FLEXOGRAPHIC PRINTING TO  
OFFSET AND COMPUTER TO PLATE.**

**Reading, Pennsylvania, February 9, 2009** – In a major change in print technology, the Reading Eagle Company, publisher of the daily Reading Eagle, has installed a Computer to Plate System from Southern Lithoplate to support its upcoming conversion from flexo to offset printing. The company will be changing over from NAPP flexographic plates to Viper® 630 thermal plates when they convert their production operation to offset printing.

To support the conversion, Reading Eagle Company has purchased two plate production lines consisting of a SCREEN PlateRite 2000LE plate-setter, connected in line with a CA Systems Egraph Polyheat 33 plate processor. The workflow is managed by ProImage's Newsway system which will furnish ink density settings to the press interface.

Mike Engle, Reading Eagle production manager, stated that the CtP system will be used in conjunction with a new KBA Colora offset printing press scheduled to be come on line in mid February 2009. Engle stated that he selected the Southern Lithoplate CtP Alliance solution because "it offered the best fit relative to our needs." He added: "We are expecting that improved registration coupled with direct plate exposure will deliver superior quality for both our newspaper and commercial print products."

Steve Mattingly, Vice President of Sales and Marketing for Southern Lithoplate stated: "At a time when the newspaper business is under pressure, it is encouraging to see a publisher investing in their future and committing to a technology such as CtP which offers a proven ROI."

### **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 Reading Eagle Company**

Reading Eagle is the major daily newspaper in Reading, Pennsylvania. The family-owned newspaper has a daily circulation of 59,550 and a Sunday circulation of 82,872. It serves the Reading and Berks County region of Pennsylvania. In addition to publishing a daily newspaper, Reading Eagle Company provides commercial sheet and web products and services, web site design and hosting services, and complete advertising agency services.

**End**

### **Southern Lithoplate, Inc.**

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