

For Immediate Release



PROIMAGE

Wake Forest, NC and Princeton, NJ - April 1, 2006: Edward A. "Trip" Casson III, CEO Southern Lithoplate announced today a strategic alliance initiative with best-in-class industry partner New Prolmage USA.

"In a focused effort to bring all of our loyal newspaper customers best-in-class solutions, Southern Lithoplate is pleased to announce that it can now provide the full range of workflow and computer-to-plate solutions by partnering with New Prolmage America. Prolmage's browser-based NewsWay workflow solution provides even our largest customers with what they need in a comprehensive digital front end for CtP," stated Casson.

A powerful, yet easy-to-use solution for newspaper workflow and CtP process control, NewsWay Lite is a comprehensive digital front-end solution for newspaper printing production applications. And because it is browser-based, you can track progress at anytime, from anywhere. Modules included are Edition Planning, Page Pairing, Imposition, Edition Tracking, Furniture Burning, Output Management, Naming Wizards, Security and RIP support. NewsWay Lite is a Web Server-based client/server application providing multiple logins using the industry-standard Internet Explorer Web Browser.

John J. Ialacci, COO, New Prolmage America stated, "Prolmage is excited about the new Southern Lithoplate relationship. Prolmage and Southern Litho are both dedicated to the newspaper market, and Southern Litho's core customers represent almost 60% of newspapers in the United States. The alliance now enables Southern Lithoplate to provide the marketplace a solid, single source best-of breed solution of workflow, CtP, and plates, and will help us both further increase market penetration."