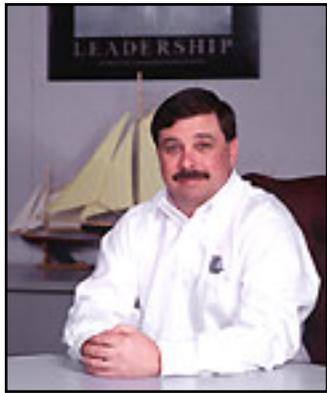


A 2006 Update with Trip Casson, Southern Litho. CEO



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E.A. Casson, III
Chairman & CEO

Wake Forest, NC

Southern Lithoplate announces their *CtP Preferred Alliance Partner* program. The POINTE interviewed Edward A. "Trip" Casson, III, Chairman & CEO of Southern Lithoplate to find out about what this program means for the news market.

POINTE: *Trip, what is your Preferred Partner Program all about?*

CASSON: Before we go there, I would be remiss if we did not revisit the technology question. Now that CtP has reached the mass market adoption stage, thermal has clearly taken on the leadership position. As clearly demonstrated in the attached chart, since NEXPO 2003, thermal has displaced visible as the dominant CtP technology and continues to be the preferred technology 5:1 in today's marketplace.

POINTE: *So how does that tie in with your new Preferred Alliance Program?*

CASSON: Our Preferred Alliance Program is a total value solution. We have closely listened to our customers for the past few years regarding CtP for what we call their must have and like to have. When we look at what drives our customer's capital and consumables purchase decisions, consumable pricing has proven to be the most critical item. However, we were not satisfied that was enough. So, in early 2004, we set out on developing and constructing the basis for Southern Lithoplate becoming the Primary Source for a turnkey solution.



POINTE: *Last year you commented on your drive to be "The Value Leader", how does this Alliance Program Support your effort?*

CASSON: "Our customers have directly asked me and my team for several years now to endorse products and OEM if possible. This Alliance Program brings Best-In-Class industry providers together doing what each does best under the Southern Lithoplate sales & marketing umbrella. The rate at which North American newspapers are converting to CTP is increasing rapidly. Southern Lithoplate services almost 60% of these newspapers in North America and on behalf of our customers; we are positioning ourselves to meet their need(s). While we are recognized as a leading supplier of digital thermal plates with Viper® 830 and Cobra® 830 to the news market, we have always prided ourselves on the ability to pro-actively respond to our customers needs. Our new strategy is a logical outcome of this commitment and dedication to the news market.

POINTE: *How will this alliance initiative function in practice?*

CASSON: Southern Lithoplate will serve the marketplace as the primary contact for the integrated offerings. Southern Litho will introduce the offerings to both our long-term valued customers (average customer life with Southern Litho is now 12 years) and what we affectionately call our future customers, our CTP prospects. Our alliance partners will work together as part of a project team that will address our customer's needs, install and service their CtP solution. The alliance foundation is built on the solid expertise of each member doing what they do best: supporting their own products, and supporting the hand off between the constituent parts.

POINTE: *Why have you chosen to enter into an alliance agreement with these particular partners?*

CASSON: Best-of-Class Products, Service and Long-Term Commitment to our customers and the news market. These suppliers represent the best available technologies and have achieved market leadership based on proven performance in newspaper production. The integration of our capabilities, technologies, products, and service offerings provides solutions at all levels that will offer added value to any size newspaper.

POINTE: *How can a plate manufacturer like Southern Litho transition into an integrated systems supplier?*

CASSON: Southern Litho is not intending to develop software applications or design plate-making and handling hardware. That is the expertise and function of our alliance partners. Southern Litho will provide our expertise in lithoplate products, services, leadership, marketing, and overall alliance coordination. Our customers will fully enjoy the collective technical resources, communication, interfaces, and supply of the industry's best overall CtP solution in quality, performance, and total investment value.

POINTE: *How do you think that the industry will respond to this initiative?*

CASSON: Our initiative has been well received by our long-term customer partners. Several of which have been with us for an average of 14 to 18 years. Mergers and acquisitions have reduced the number of suppliers and products available to the industry, and many products have come under the control of a single supplier. Our approach provides our customer partners with the ability to source best-in-class turnkey solutions directly through us. Given our longevity and continued focus on serving the news market and our commitment to excellence, our alliance initiative provides Southern Litho and our customers with the necessary foundation to take us the next 20 years.

POINTE: *You mentioned that you believe that the industry will respond very positively to this strategy. What evidence can you provide to support your statement?*

CASSON: Support can be best measured by the commitments of customers to the program. We are pleased to announce that the Paxton Media Group and Community Media Group have entered into long-term agreements as part of our program launch.

POINTE: *Does this Alliance Program make the ROI to go CtP reachable for more newspapers?*

CASSON: The collective efforts in this alliance do bring greater value to our customers than when we stand alone. The saying that "the sum is greater than its parts" is certainly true in this case. As our current and future customers review our total Cost of Ownership coupled with our Long-Term Service programs they will find substantial economic and production value in this offering.

POINTE: *Will your alliance partners continue to sell their products as they did before, or can we expect changes?*

CASSON: The partners will continue to operate their businesses in the way they did before. The key point here is that the market is changing, and this approach enables all the partners to come together and address the emerging need for integrated solutions. We believe that this will be additive to each of our businesses, and more important, bring the benefit of high performance solutions from committed and predictable sources to our customers.

POINTE: *Will your alliance partners continue to service their products as they did before, or can we expect changes?*

CASSON: Each partner will continue to install and service their businesses in the way they did before. Southern Litho will move over time to take on greater responsibility for installation and ongoing service for these partners to provide a more direct benefit to our customers in particular.

POINTE: *How would you summarize your new initiative?*

CASSON: Southern Lithoplate has adopted a leadership position in thermal CTP solutions for the marketplace by integrating the "best in class" workflow software, plate-making hardware, plate management systems and printing plates, in a high quality, cost effective offering for newspapers. All it takes is a single toll-free telephone call to 800-638-7990 to initiate the process.

POINTE: *Please comment on the specific strengths & benefits on each of the initial Southern Litho Alliance Program Partners.*

CASSON: Dainippon Screen, Screen USA, is the world's leader in Computer-to-Plate platesetters with more sites, know how and experience than any other company. Screen has been an innovative force in the graphic art industry for over 70 years, consistently creating ever-higher standards on innovation and reliability. In keeping with that tradition, Screen Japan/USA has worked closely with Southern Lithoplate to design a thermal CtP platesetter specifically our newspaper customers. The PlateRite 2000 is rock solid, reliable and cost affordable both at entry price and most importantly total life of ownership. Significant added value comes from the fact that the PlateRite 2000 built off of the same framework as the proven Screen 8600 for the commercial marketplace.

In tandem with the PlateRite News 2000, Screen USA has customized and packaged their proven TrueFlow Workflow Solution for our customers. This powerful, affordable news workflow called

TrueFlow News includes Job Container workflow, Hot folder workflow, Imposition software (Page Pairing), Move-It Lite File renaming utility, Ripped PDF out, and Tiff out as the core component elements.

Nela (formerly known as Nela Ternes Register Group and Ternes Register Systems) is the leading manufacturer of register control systems as well as clamps. The printing industry has an established trust in Nela (Ternes) for many years now. Nela provide solutions for plate handling and automation and will help our customers with all their web and sheetfed needs. The flagship product in our alliance will be the RAO 3-point punch/bend system that is upgradeable to Vision.

ProImage A Comprehensive Solution for Newspaper Workflow and CTP Process Control NewsWay Lite is an easy-to-use, but comprehensive browser-based workflow solution for newspaper printing production applications using a single, pre-defined digital workflow. 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.

IPAGSA is Europe's leading independent lithoplate manufacturer. Family owned and professionally run our two companies are sharing technology, lab, manufacturing know how, and personnel resources on focused product Research & Development to ensure our respective customers have the printing plates they need well into the future.

POINTE: What about other market providers that are not in your initial Alliance Program.

CASSON: Kodak Southern Lithoplate and Creo (now Kodak) have enjoyed a long-standing relationship for the past three years. Southern Lithoplate was pleased to introduce and support Creo in their drive to support the news market. Today, we continue to support our customer partners that desire to purchase a Kodak platesetter.

Burgess is a solid company with an excellent and long-standing history in the news industry. Burgess offers solid automation to our news customers.

POINTE: Any final words?

CASSON: A word of thanks! In June of 2003, I stood up at NEXPO and promised the marketplace, Southern Lithoplate would deliver the products, solutions and value with the industry and our customer's full support. We have fulfilled that promise. Now, together, we are ready to move well into the future!