

## **For Immediate Release**

**April 4, 2005**

**Wake Forest, NC:** Today Southern Lithoplate announced its fifth plant expansion in less than 10 years. This expansion comes on the heels of NEXPO 2005 where according to CEO Edward A. "Trip" Casson, "Our customer partners have clearly made the technology decision to choose the Thermal technology path. Now our customer partners want the assurance that we will meet capacity demands for their future. As a leading Thermal plate technology provider our 2005 Expansion Program provides increased capacity at our Wake Forest, North Carolina manufacturing campus. Additionally, this expansion brings increased R&D facilities enabling Southern Litho to deliver our customers the future supply and technology they need to drive their business well into the future."

Casson continued, "In the midst of the recent market consolidation of plate suppliers, there has been a lot of money spent by large manufacturers that are betting on future returns on those investments. This usually means higher prices on plates. We here at Southern Lithoplate feel that as a privately held company our competitive advantage to deliver Quality, Value & Performance has been enhanced by our continuing investment in technology and capacity. As documented by the recent Editor & Publisher/Belden Associates survey where Southern Lithoplate was selected as the market's overall Preferred Lithoplate provider (see the April issue of Editor & Publisher), we fully intend to continue our commitment to deliver technology, value and capacity supply as we move forward."