

## **For Immediate Release**

**January 5, 2006. Wake Forest, NC: Southern Lithoplate announces Pressroom Technical Team Initiative at CMYK University.**

"As our customers strive to improve their printing process, we at Southern Lithoplate will provide the hands-on consulting and support necessary to enable them make the most successful transition to CtP and/or to continue to maximize their analog lithoplate and film systems," stated Charles L. "Chuck" Pritchard, VP Sales & Technical Solutions for Southern Litho.

To build the ongoing training, development, and management of Southern Lithoplate's Field Technical Team into the industry's most capable and most responsive Plate Technical Solutions Team, Southern Lithoplate invested in all technical personnel and key alliance partners attending the CMYK University Pressroom Operator Training Program facilitated by Tom Shafer.

"Over the years we've worked with hundreds of newspaper representatives and related businesses to improve printing knowledge and quality results," said Shafer. "Working with the Southern Litho team proved what we've known from the beginning: no group in our industry is more committed to continuous improvement and doing things right than they are. We gained as much as we gave during our sessions. They give real meaning to 'value added'."