



**FOR IMMEDIATE RELEASE:**

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**THE AUSTIN AMERICAN STATESMAN SWITCHES TO VIPER 830® PLATES FOR COMPUTER TO PLATE.**

**Austin, Texas, September 22, 2009**– The newspaper contracted with Southern Lithoplate Inc. to convert from a competitive thermal plate system to Southern Lithoplate Viper 830® plates. The newspaper is in the final stage of converting their third plate-making production line.

Frank Mento, Press Room Manager, stated “we have been using computer to plate technology for over two years. We made the decision to convert to Southern Litho plates for quality reasons. We have seen a drastic improvement in the reproduction quality with Viper 830 plates, particularly in areas containing large solids”

**About Southern Lithoplate, Inc., ([www.slp.com](http://www.slp.com))**

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 infra structure 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 the Austin American Statesman**

The Austin American Statesman is the major daily newspaper serving Austin, the capital city of Texas, and the Central Texas region. The American Statesman is owned by Cox Newspapers who are one of the nation’s largest newspaper publishing enterprises producing 17 daily and 26 non daily newspapers.