

**FOR IMMEDIATE RELEASE**

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**Newly Expanded Sales Team Supports Expansion of Southern Lithoplate**

WAKE FOREST, N.C. — Southern Lithoplate, Inc., a leading provider of analog and digital plates and associated products for targeted print markets, today announced that it has added six graphic arts industry veterans to the company's sales team. Southern Lithoplate appointed the following new regional sales managers in order to meet its goals in a very competitive market: Gene Coltelli, Northeast Region; Jim Edwards, New England Region; Pat Gear, South and Southwest Region; Ed Lutz, Michigan Region; Brent Murray, North Plains Region; and Steve White, Rocky Mountain Region.

Making the announcement, Michael Phillips, director of North American sales, outlined Southern Lithoplate's sales strategy.

"Companies in several key sectors of the printing industry are seeing Southern Lithoplate products as a major competitive advantage," Phillips stated. "Southern Lithoplate's recent plate business acquisition and the increased demand for our products call for an aggressive, intelligent strategy to ensure customers the fastest possible response to their needs. To meet and exceed this new strategy, we have devoted much time to identify the best sales managers in the industry with proven sales techniques and leadership skills. We are truly delighted with our newly expanded sales force, which will complement our existing, long-tenured, highly motivated sales managers."

**About Southern Lithoplate, Inc.**

Southern Lithoplate Inc. ([www.slp.com](http://www.slp.com)), headquartered in North Carolina, specializes 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 infrastructure is designed to exceed the needs of the company's customer markets. State-of-the-art manufacturing facilities are located in Jackson, Tenn.; Grand Rapids, Mich.; and near the world-renowned Research Triangle Park in North Carolina.

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