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HIFLEX IS THE FIRST MIS VENDOR TO BE PRESENTED THE PRESTIGIOUS INTERTECH AWARD FOR AN MIS AND WEB2PRINT SYSTEM

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ASHLAND, NEW YORK, August 8, 2008 – Late last month it was announced that HIFLEX Corporation of North America was among the recipients of the coveted PIA/GATF 2008 InterTech™ Technology Awards and was the first vendor in the Award's history to achieve the accomplishment for this category of MIS and Web2Print Systems.

The PIA/GATF InterTech Technology Award has been presented annually since 1978. It is awarded as a symbol of technological innovation, excellence and progress in the Graphic Communications marketplace. The innovations must be tried and tested under industrial production conditions and are expected to have a significant impact on the industry over the next five years. The InterTech Star Award will be presented to HIFLEX before an impressive audience of industry leaders during the 2008 PIA/GATF Print Awards Gala, October 26, 2008 in Chicago held during Graph Expo.

HIFLEX won the InterTech Award for their HIFLEX MIS and Web2Print Systems. HIFLEX MIS, including the eBusiness, Office and Factory modules along with HIFLEX Webshop and HIFLEX Print Support, use JDF to leverage the total automation of procurement, estimating, production planning, order entry and scheduling. This streamlined, paperless workflow allows individual personnel to perform multiple, integrated roles in a centralized SQL Database, significantly reducing administrative costs. HIFLEX MIS is configured to a printer's specific rules and equipment, and using HIFLEX 'Autopilot', generates production plans and JDF files dynamically for every order. These JDFs are used to automate prepress, press and postpress. The complete functionality has been validated and is used at many printing establishments integrating systems from vendors such as Kodak, AGFA, Screen, Metrix, KBA, Heidelberg, MAN, Muller Martini, MBO, Horizon and many more.

HIFLEX Webshop provides its users with the capability to configure multi-branded, open/closed on-line storefronts. Print buyers can create print product specifications on-line for products they wish to purchase or quote, and do so dynamically and on-the-fly. Orders are then directly and automatically inserted into HIFLEX MIS, saving significant administration costs. Webshop is ideal for creating print orders of all types. To visit HIFLEX Web Shop, customers can go to www.printplaza.com or www.printello.com

HIFLEX Print Support (www.printsupport.com) is a Web-based, JDF-enabled procurement tool that streamlines communications between buyers and vendors, simplifying and speeding up the procurement and cost analysis processes for both.

The InterTech Award Judges especially liked this JDF-Certified system's remote contact management functions and the superior JDF integration of the HIFLEX MIS and Web2Print Systems.

Gary E. Marron, President of HIFLEX Corporation, commented, "The awarding of the PIA/GATF InterTech Award to HIFLEX is particularly gratifying. HIFLEX is one of the first to be JDF Certified, and the first to provide reality JDF functionality from print procurement to estimating, order entry and on to prepress, press and post press. The InterTech Award demonstrates and validates HIFLEX's proven integration within our customer base as this award comes from the feedback and results of our customers. The HIFLEX MIS System with its unique 'Super CSR' feature allows our customers to automate and eliminate several steps and work faster and smarter than traditional MIS workflows. Even before JDF equipment integration, HIFLEX is focused on helping printers reduce administrative overhead and uses it's JDF structure to achieve this automation. The HIFLEX MIS System will truly continue to impact the future of print."

About PIA/GATF

PIA/GATF is the world's largest graphic arts trade association, representing an industry with over one million employees. It serves the interests of more than 12,000 member companies. PIA/GATF, along with its affiliates, delivers products and services that enhance the growth, efficiency and profitability of its members and the industry through advocacy, education, research and technical information.

About the PIA/GATF InterTech Technology Awards

Inaugurated in 1978 to foster awareness and understanding of advanced graphic arts technology, the PIA/GATF InterTech Technology Awards honor excellence in innovative technology for the graphic communications industry. The nomination criteria stipulate that the technology be recently developed but out of beta testing and be proven in industrial application, but not yet in widespread use. The technology must also be expected to have a major impact on the graphic communications industry over the next five years. Over 80% of past recipients have experienced commercial success in the marketplace.

PIA/GATF sponsors the award and coordinates the award process as a service to the graphic communications industry. However, InterTech Technology Award recipients are chosen by an independent, anonymous panel of judges. The judges, distinguished within the industry, all have experience in evaluating or commissioning new products or technologies and possess expertise in a wide range of fields, including premedia, printing, binding and finishing and related software and services.

About HIFLEX

HIFLEX, with world headquarters in Aachen, Germany, and North American headquarters in Ashland, New York, is an international software provider who develops sophisticated solutions especially for the Print and Media Industry:

HIFLEX MIS (Management Information System) – precisely models and supports all business processes in printing plants and media companies and is subdivided into the business areas Office, Factory and eBusiness. **HIFLEX Print Support** – high performance web-based eProcurement System for printing and media purchasers that provides a highly developed tool to organize the process of print procurement more efficiently. **HIFLEX Webshop** – new open Web2Print-solution and the only worldwide online print shop with integrated product configuration and implemented Internet ordering of custom formats.

HIFLEX is known worldwide as the technological leader in JDF integration. Close cooperation exists with all well-known press and system suppliers in the print and media industry. HIFLEX is a partner member of the CIP4 organization. HIFLEX won more than ten of the CIP4 Innovation (CIPPI) Awards and is the PIA/GATF 2008 InterTech Award recipient. Internationally HIFLEX is the most successful software provider for the print and media industry. HIFLEX is JDF certified by the CIP4 Organizations and by PIA/GATF.

HIFLEX software is installed in 30 countries and available in 27 languages. About 30% of revenue is re-invested in research and development annually. The HIFLEX system is currently being used by approximately 10,000 workstations, with a worldwide installed base of roughly 300 systems.

HIFLEX is the only MIS vendor in the world that has a true "under the hood" JDF data structure and has more JDF installations than all the other MIS vendors combined. HIFLEX systems can currently be found in over 20 major solutions provider's R&D and demo facilities, such as AGFA, Kodak, Screen, Heidelberg, KBA, MAN, Muller Martini, MBO, Horizon, PIA/GATF and many more. Our primary objective is to make our customers more profitable through the use of automation via our HIFLEX enterprise MIS suite of products and HIFLEX Streamlining Consulting Services.

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