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CONTACTS:

Broadford & Maloney Inc.

Martin Maloney, 212-836-4710, m.maloney@bmc corp.com

HIFLEX Corp.

Gary E. Marron, 518-734-5400, gm@hiflex.com

**HIFLEX LEADS WITH POWERFUL
CONNECTIVITY SOLUTIONS AT DRUPA 2008
(STAND 9D44)**

**Networked Production with JDF/JMF Connectivity
to Ten Systems to be Demonstrated Live**

**Live Presentations of Closed and Open
Web2Print Solutions will be Featured**

ASHLAND, NEW YORK, May 21, 2008 – HIFLEX Corporation of North America, developer of management information system (MIS) software solutions specifically for print and media, will feature its powerful, networked production solutions at DRUPA 2008.

Networked Production

With live demonstrations throughout the day on Stand 9D44, HIFLEX will present HIFLEX MIS with comprehensive JDF/JMF connectivity to ten systems of well-known pre-press, press and post-press system suppliers in the print and media industry.

The demonstrations will take place in a show theatre with three large screens, each displaying a different integrated system. Presentations will focus on the CIM (Computer Integrated Manufacturing) concept now utilized by HIFLEX users that integrates all processes relevant to production across system boundaries, including the integration of external partners as well.

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Web2Print Solutions

Visitors to the HIFLEX DRUPA 2008 Stand 9D44 will have an opportunity to experience live demonstrations of the company's highly advanced closed and open Web2Print solutions.

The *closed* Web2Print solution, "HIFLEX eBusiness", enables customers and suppliers to access individually configured, secure areas on the printer's website with log-in data to carry out various processes such as job tracking, warehouse release orders and soft proofing.

The *open* "HIFLEX Webshop" provides a unique global webshop system fine-tuned to the needs of the print product market, and facilitates an integrated product configuration, enabling a print product to be assembled from several modules at lightning speed while communicating with the printing company's MIS system via digital JDF job ticket.

HIFLEX Webshop is the world's first and only on-line ordering system with the ability to create print products 'dynamically'. With Web Shop's unique product selection-graphic interface, ordering of print on-line is easy and fast for both simple and complex products. Buyers can change paper type, finishing, format size, colors and virtually all job requirements while viewing pricing changes dynamically. This Web Shop functionality offers the largest combination and assortment of printed products of any other Web2Print storefront in the industry.

HIFLEX Web Shop is an open Web2Print storefront system that enables buyer, who have never made prior orders, able to purchase new items for each visit and is ideal for the most complex offset, digital or folding box printing product types. HIFLEX Web Shop provides our customers with on-line ordering that has *zero internal administrative costs*.

Introducing KBA Complete

KBA Complete, the new independent consulting company formed jointly by the HIFLEX Group and leading press manufacturer KBA, will be introduced to the industry at DRUPA 2008. As a new stand-alone solutions provider, KBA Complete creates integral workflows providing reality JDF connectivity that will deliver ultra high level manufacturing efficiency and automation across a full spectrum of pre-press, press and post-press systems.

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About HIFLEX

HIFLEX, with world headquarters in Aachen, Germany and North American headquarters in Ashland, New York, offers a fully integrated, enterprise level, management information system (MIS) or enterprise resource planning (ERP) software solution that is specifically developed for print and media. The HIFLEX system is currently being used on 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, MAN, KBA, 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.