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**HIFLEX MIS SYSTEM INSTALLED AT PIA/GATF**

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**To be Used to Demonstrate  
Benefits of JDF Connectivity**

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**ASHLAND, NEW YORK, May 22, 2008** – HIFLEX Corporation of North America, developer of management information system (MIS) software solutions specifically for print and media, today announced the installation of its HIFLEX PRINT MIS System (Version 31) at the PIA/GATF headquarters in Sewickley, Pennsylvania.

The HIFLEX System, which has a modular structure, is capable of modelling and supporting all business and production processes in a printing company. The company currently has a worldwide installed base of 300 integration-proven HIFLEX Systems, encompassing approximately 10,000 workstations.

The PIA/GATF headquarters has a complete state-of-the-art printing facility including web offset, sheet-fed and digital presses; complete prepress and bindery facilities; and testing laboratories. They produce 183 publications and two magazines and use the facility extensively for training programs for PIA/GATF members.

Dr. Mark Bohan, Vice President, Research and Technology for PIA/GATF stated, “We are very happy and excited to initiate the installation of this HIFLEX MIS System. We want to help demonstrate to our members, and the industry in general, the benefits of connectivity, as well as getting data back on each printing job. It will clearly demonstrate the great potential for real world JDF integration.”

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Bohan continued, "We are utilizing the HIFLEX system at first on a modular basis, applying it initially where we see the greatest need. The bindery area was our largest gap, and the first install was on our Muller Martini Six Pocket Prima Bindery Line with AMRYS (Automated Make-Ready System) Saddle Stitcher Trimmer, and this application has shown great results."

"We are pleased that the PIA/GATF elected to use the HIFLEX MIS system in conjunction with our Muller-Martini AMRYS binding system," Werner Naegeli, President, Muller Martini Corporation stated. "With both being JDF compatible, the HIFLEX system works seamlessly with our stitcher. HIFLEX facilitates the data for the automatic set-up of our system and then closes the loop of providing the essential data back to the printer via the MIS reporting system."

"Next we will be applying the HIFLEX MIS system to the prepress area and specifically to our AGFA Apogee, Heidelberg Printready and Kodak Prinergy Workflow Systems, all of which are CIP4 compliant," Bohan said. "We expect to have the HIFLEX system fully installed by the end of May."

Gary E. Marron, President of HIFLEX Corp. NA commented, "When we first sat down with Mark Bohan several months ago, it was clear that there were two prominent words in Mark's vocabulary: 'collaboration' and 'connectivity'. PIA/GATF wanted to collaborate with HIFLEX to be sure that all the pieces in their printing facility were connected, and then they wanted to tout that connectivity to their members and the industry-at-large and demonstrate the benefits of connectivity. We quickly realized that the mission of PIA/GATF and HIFLEX were one and the same."

"The HIFLEX System dynamically generates a JDF file for every order produced, which includes all of the exact page and layout geometry for each job. This is the fundamental thing that makes us different than the other MIS vendors," Marron continued. "These dynamic JDF files are then used to automate all of the activities external to HIFLEX MIS. For example, with HIFLEX JDF sent to advanced prepress systems, we eliminate the need to make prepress templates which is now a labor intensive manual task. When we send these dynamic HIFLEX JDF files to the Muller Martini AMYRS Stitcher, it completely and automatically sets up the stitcher for each job produced and with minimal labor and roughly a 40-50% reduction in make-ready time and labor costs."

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**About PIA/GATF**

Printing Industries of America/Graphic Arts Technical Foundation (PIA/GATF) is the world's largest graphic arts trade association, representing an industry with more than 1.2 million employees and over \$161 Billion in revenue. PIA/GATF 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 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.