Press Release HIFLEX Corp.

CONTACTS:
Broadford & Maloney Inc.
Martin Maloney, 212-836-4710, m.maloney@bmcorp.com

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

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HIFLEX HITS GRAND SLAM AT GRAPH EXPO

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Receives Three "Must See 'em" Awards
and is the First MIS Vendor to be Presented the
Prestigious InterTech Award

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ASHLAND, NY, November 17, 2008 – HIFLEX reports an extremely successful Graph Expo at McCormick Place in Chicago with booth traffic and industry awards that exceeded all expectations.

In the company of over 600 industry peers and printers in the grand ballroom of the Chicago Marriott, HIFLEX was presented the prestigious PIA/GATF InterTech Award – the first ever given specifically for Web2Print and MIS in the award's 30 year history.

"We were very pleased and proud to have achieved this accomplishment" stated HIFLEX President & CEO Gary E. Marron. "Judges referred to our HIFLEX Webshop, Web2Print system and HIFLEX MIS as a 'print management information system on steroids' because of it's advanced functionality and JDF integration capabilities. This was quite an endorsement from the panel of judges who are industry experts about workflow and print."

HIFLEX also won three Must See 'em Awards at the show's Executive Outlook Conference. Must See 'ems are selected as Graph Expo's most compelling technology products by a panel of 15 leading industry consultants and trade magazine editors.

Marron continued, "Our very brisk booth traffic had several drivers beyond our three Must See 'ems and the InterTech Award. Booth visitors were attracted by HIFLEX being one of the first companies to be JDF certified, and the only MIS provider with proven 'lights out' automation for

printers. Word of mouth among visitors was also heightened by excellent coverage in the Show Daily and a well attended press conference."

HIFLEX won Must See 'em honors for three products: HIFLEX AutoPilot, HIFLEX Webshop, and HIFLEX Mobile.

HIFLEX AutoPilot is a highly advanced JDF automation tool within HIFLEX MIS where operators enter basic sales specs into the system, such as the type of paper, number of impressions, number of colors, etc., and by pressing the AutoPilot button, HIFLEX delivers a complete printing and folding sheet layout, automated procurement details, a complete estimate and the most efficient production plan possible for 80% of the work of a general commercial printer.

AutoPilot uses HIFLEX's core JDF data-structure to provide unparalleled automation to its users, significantly reducing administrative overhead for every order produced. This new feature breaks the mold and flattens the workflow of traditional order entry.

HIFLEX Webshop (www.bestprint24.com) is a completely dynamic Web2Print storefront that extends custom ordering capabilities to the print buyer with zero administrative costs. HIFLEX Webshop is the only Web2Print system on the market that uses JDF to automate estimating and provide dynamic ordering capabilities, and can be purchased as a stand-alone system or integrated directly into HIFLEX MIS or any other open or JDF capable MIS.

"What makes HIFLEX WebShop so unique is that the system enables print buyers to enter the site and order completely dynamic estimates," Marron says. "Traditional Web2Print systems are 'article based', meaning that each time you want to sell a new item, the printer is burdened with having to administer the item to the site. WebShop provides this capability so that general commercial printers can estimate an unlimited variety of products that they sell everyday but do so with zero administrative costs. Print buyers are thrilled about this new technology because they can make as many changes to the quote as they want before they place their order."

HIFLEX Mobile (www.hiflex.com/iPhone) allows HIFLEX users to access their HIFLEX MIS back at the plant from their iPhone or any other PDA so that they can see detailed information about customer interactions and view, for example, the HIFLEX "Electronic Sticky Notes" as well as their entire customer database. With HIFLEX Mobile-to-Production, users can view actual jobs in the shop, see the cost center they are running on (press, folder, cutter, stitcher) and the

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percentage of completion for all jobs on these cost centers. Last, but not least, HIFLEX Mobile-to-Estimate allows users to create dynamic estimates as well as email quotes directly to a client. All of these capabilities and many more can be done remotely from your iPhone or PDA using HIFLEX Mobile.

HIFLEX IN BRIEF

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 world-wide as the technological leader in JDF integration. A close cooperation exists with all well-known press and system suppliers in the print and media industry. HIFLEX is partner member of the CIP4 organization, won twelve of the CIP4 Innovation (CIPPI) Awards and is the PIA/GATF 2008 InterTech Technology Award recipient. HIFLEX is the most successful software provider for the print and media industry. HIFLEX is JDF-certified by the CIP4 Organization and by PIA/GATF.

HIFLEX software is installed in 30 countries and available in 28 languages. About 30% of revenue is re-invested in research and development annually.

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