

Press Release HIFLEX GmbH

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HIFLEX presents new marketing manager

Aachen, 2009-02-09 –

Andreas Palm (28) is appointed to the position of global marketing manager at HIFLEX GmbH, the Aachen, Germany based, global software company. As a media designer and a recent graduate media economist with his masters degree from University of Cologne, Andreas has significant experience in the area print, media and internet development which he will leverage and make full use of in his new post at HIFLEX.

"I feel very much at home in the printing and media industries as this is where I got my start. The international positioning of HIFLEX has me very excited about the future" said Andrew Palm "I look forward to using my previous experiences and to accompanying HIFLEX with a strong marketing focus to our mutual future success." "HIFLEX has proven that they are an global industry leader in the area of JDF and Management Information Systems (MIS) but they also have built their reputation with a strong focus on marketing communications and this combination of success has me very excited to be on board and part of the HIFLEX team".

Mr. Palm started his career at a publishing company in Aachen where he worked as a media designer in the commercial and newspaper industry. Mr. Palm also studied as a media economist, focused on marketing for international companies. In 2001, Mr. Palm joined the marketing department of a multinational engineering company where he was responsible for all marketing activities of the company. This included the planning and implementation of global trade booth activities, the international press, the optimization of the website and the establishment of a company's own intranet.

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In his new position at HIFLEX Mr. Palm succeeds Ms. Karola Thews, who left the company in November 2008.

"With his creativity and his knowledge of print and web marketing, Andreas will ensure that HIFLEX continues our successful marketing efforts. We are pleased that we have with Andrew Palm a promising marketing manager on board," said Stefan Reichhart, Managing Director of HIFLEX GmbH.

HIFLEX IN BRIEF

HIFLEX 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 print and media purchasers that provides a highly developed tool to organize the process of print procurement more efficient. HIFLEX Webshop - new open web2print-solution and the only world-wide 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.

www.hiflex.com, www.printsupport.com

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