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 EARNS HIGH MARKS AT P3 EVENT AT NYU

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JDF Workflow Automation Theme Draws Overflow Crowd

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ASHLAND, NY, February 10, 2009 – The midtown campus of New York University's MA Program in Graphic Communications Management and Technology was the location of Partnership in Print Production's (P3) sold out JDF Workshop on Process Automation. P3 put together a collaboration of executives from CIP4, Adobe, Quark, Kodak, HIFLEX and KBA. The presentation covered JDF basics and examples of the rapidly changing landscape of automated data exchange in printing, publishing and advertising.

The HIFLEX role was to provide an interoperability demonstration using their partners Kodak, KBA and Muller-Martini to illustrate the prepress, printing and bindery segments. HIFLEX regional sales manager, Scott Marienthal, and HIFLEX product application specialist, Jack Lafler, led the audience through a step-by-step demonstration of a job originating with customer specs and variables through estimating, scheduling, production and every phase of prepress, press, bindery and delivery.

The reaction of the audience was very positive. Following are some comments that were overheard:

"You can read or hear about this type of automation but actually seeing a job travel through the process is amazing and makes it real." (prepress company executive)

"The amount of time saved on the front end is incredible. All the 'what ifs' and variables take minutes rather than hours. I can get estimates to customers with incredible speed." (sales executive)

"The HIFLEX system seems to do it much more completely than other systems I've seen and the fact that it can be tracked on a PDA like an iPhone is really neat." (industry consultant)

The one hundred plus registrants were able to meet with the presenting executives over lunch at the end of the event.

ABOUT P3

Partnership in Print Production is a nonprofit professional and educational association, comprised of professionals and students in graphic communications, print production, publishing and new media, whose mission is to facilitate career growth and education through peer support and the exchange of information.

ABOUT CIP4

The International Cooperation for the Integration of Processes in Prepress, Press and Postpress Organization (CIP4) is a not-for-profit association and is registered with the U.S. Department of Justice and the Federal Trade Commission as a Standards Development Organization. CIP4 brings together vendors, consultants and end-users in the print communications, Graphic Arts industry, and associated sectors, covering a variety of equipment, software, peripherals, and processes. Members participate in focused working groups to define future versions of Job Definition Format (JDF), to study user requirements, and to design a JDF Software Development Kit (SDK).

ABOUT NYU GCMT PROGRAM

The Graphic Communications graduate program is based within the NYU School of Continuing and Professional Studies (www.scps.nyu.edu/gcmt). As one of the University's 15 colleges and schools, NYU SCPS has for over 70 years focused on creating applied professional programs for people who are already in the workforce. In addition to the Graphic Communications Management and Technology program, the school offers industry-focused Master's degrees in areas such as publishing, direct marketing, public relations, fundraising, human resources management, real estate, construction management, hospitality industry studies, tourism and travel management, and sports management.

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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