

Press Release HIFLEX Corporation of North America

CONTACTS:

Broadford & Maloney Inc.

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

HIFLEX Corp. NA

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

HIFLEX APPOINTS NEW CENTRAL REGIONAL SALES MANAGER

Seasoned MIS Professional Scott S. Marienthal

ASHLAND, NY, May 13, 2009 – HIFLEX, the global MIS and Web2Print solutions provider and leader in JDF integration and workflow, appoints Scott S. Marienthal to fill the post of Central Regional Sales Manger. In this new position, Mr. Marienthal is responsible for the region of states surrounding Illinois where HIFLEX bases its operations for the central region.

For over 20 years, Scott's focus has been on helping printers maximize the potential of MIS and infrastructure. He has helped hundreds of printers in Europe, Asia and South Africa realize the benefits of automation, integration, cost reduction and ultimately, increased profits. Mr. Marienthal is very well acquainted with the challenges facing the printing industry today and acts as a consultant to his customers.

"Having competed with HIFLEX in Europe, I learned first hand of HIFLEX's advanced MIS and Web2Print systems and I realized with HIFLEX Solutions, I would truly be able to help printers overcome their daily business and production challenges better than any other MIS provider on the market. The move to the USA and HIFLEX Corp, NA is an acknowledgement of the technical superiority of the HIFLEX solutions, and as the old adage says, if you can't beat em, join em!" Mr. Marienthal commented enthusiastically.

"HIFLEX Customers and prospects in the Central Region will benefit tremendously with the scope of knowledge that Scott possesses on both the MIS and workflow fronts but also in the area of JDF integration. Scott is the ideal candidate and we are extremely pleased that he has joined our HIFLEX team," stated Gary E. Marron, President & CEO of HIFLEX Corporation of North America.

Press Release HIFLEX Corp.

- 2 -

Scott Marienthal can be contacted at 518-763-3344 or ssm@hiflex.com.

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.

www.hiflex.com, www.printsupport.com