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**COLORCRAFT OF VIRGINIA
SELECTS PRISM-WIN MIS SYSTEM**

WILMINGTON, MA, June 19, 2006 — Prism USA Holdings, developer of MIS/ERP products and shop-floor productivity management tools for the printing and graphic arts industry, today announced that Colorcraft of Virginia Inc., a high-end commercial sheetfed and digital printing company has selected Prism-WIN as the print management system for its growing operations.

Based in Sterling, Virginia, minutes from downtown Washington, D.C., Colorcraft produces high-quality printed materials for the many industry associations, agencies, designers and corporations in that unique print market.

Jim Mayes, president of Colorcraft, and former chairman of PIA/GATF, noted, "I've been involved in the industry and knew the MIS companies I wanted to talk to. We evaluated each of their systems completely, did spreadsheets, looked at navigation, ease of use, cost, support and flexibility. On all levels, Prism-WIN provided everything we wanted in our management information system and was our clear choice."

"Prism-WIN will enable us to capture information quickly to assure that our pricing is right on every job," he added. "And our sales people, estimators, everyone in our organization will be working with the same accurate information so we can consistently make the right decisions for better control and profitability."

Prism-WIN supports the JDF standard and features all the capabilities needed to manage printing businesses. The fully customizable system offers modules for quoting and jobbing, production management, financial management, sales order processing, report writing, purchasing, inventory and shop floor management.

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Leland Morgan, general manager, Prism USA Holdings, observed, “We’re very pleased to be working with Colorcraft, an organization known for its outstanding high-quality products and customer service. We’re looking forward to implementing and supporting their WIN system with customized features that will deliver the full spectrum of management capabilities they need to assure optimum productivity and bottom-line results.”

About Prism

Privately held Prism is the developer of MIS/ERP software products and shop-floor productivity management tools for the global printing and graphic arts industry. The company operates in 15 countries worldwide, supporting more than 5,000 end-users across all sectors of the graphic arts industries. Its flagship management system, Prism-WIN, is a software suite with up to 20 templated modules tailored for the requirements of commercial, digital or label printers. The range of modules provides management and control of virtually all processes and functions of today’s printing businesses. Prism-QTMS iQ is a print management system with machine monitoring modules and custom-developed sensors that automatically record and collate shop-floor information and statistics. For more information, visit www.Prism-World.com.

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