

FOR IMMEDIATE RELEASE

CONTACTS:

Broadford & Maloney Inc.

Martin Maloney, 203-661-2900, m.maloney@bmcorp.com

Prism USA

Leland Morgan, 800-581-4071 x210, leland.morgan@prism-usa.com

**WALSWORTH PUBLISHING SELECTS PRISM QTMS iQ
FOR SHOP FLOOR DATA CAPTURE**

**System Will Provide Highly Accurate Real-time
Press and Bindery Production
Data Into Existing and Future ERPs**

WILMINGTON, MA, October 23, 2006 — Walsworth Publishing Company, a leading publisher/printer of yearbooks, textbooks, catalogs and specialty publications, has selected Prism's QTMS iQ intelligent network shop floor data capture system (SFDC) to supply company-wide real-time data. The QTMS iQ system is being installed on all of Walsworth's presses and bindery equipment for data collection within all of the company's production locations. The first phase of the installation is now under way and includes integration of the generated operating data with the company's AS 400, its existing enterprise resource plan (ERP) system. VTMs (Virtual Time Managers) will also be installed on workstations throughout the company to collect additional data such as time and attendance.

Walsworth's Prepress Technology Manager, Grant Fritch is the executive charged with leading the company's major enterprise-wide technology initiative aimed at achieving significant advances in customer communications, internal workflow and systems integration. His selection of QTMS iQ culminated an intensive, year-long evaluation of many of the data collection systems available in the marketplace.

MORE...

“Integration was high on our list of criteria,” he says. “We wanted the ability to communicate via JDF and XML – something with a standard plug. The capability of integration with our existing and future ERP is really important to us. QTMS iQ gives us that flexibility.”

Fritch also points out that Walsworth’s criteria for system selection went beyond technology considerations. “It’s important for us to have partnerships with our vendors,” he explains. “We have strong relationships with Kodak, Creo and many of our other vendors. The Prism people impressed us with their knowledge, experience and insights into our requirements. We were confident that they would be a responsive partner in the planning and implementation of the advanced system that we consider critical to the future of our company. It was clear that working with Prism would represent a win-win situation.”

Fritch expects QTMS iQ to deliver more accurate counts throughout Walsworth’s operations, and real-time access to work in progress. Walsworth has several hundred work centers and the QTMS iQ system will enable the expedient capture of accurate data from each of them. The company wants to be able to meet customers’ required counts, and also the total number of overs they allow. Those numbers represent a particularly important target because they help assure that the full revenue potential of each job is realized.

From a customer’s perspective, Fritch says they’re going to see increased accuracy in delivery of their product. “They’ll have faster turnarounds because we won’t have to go back on press to supply missing forms,” he notes. “Customers who supply paper to us will especially appreciate that. And we’ll be better able to track waste, and develop the most efficient workflow to meet individual customers’ requirements.”

Leland Morgan, GM of Prism-USA, stated, “We are happy to welcome Walsworth Publishing as our newest partner. They will be working with the most recent release of Prism’s QTMS iQ intelligent networked shop floor data capture system (SFDC) comprising machine monitoring modules and sensors for automatic collection of shop floor data.”

MORE...

QTMS iQ is modular with more “intelligence” and user friendly features, and new pallet-tracking modules using TCP/IP technology. The system provides an extraordinary level of highly accurate business management information and control to keep profitability and operational performance clearly in sight at every stage of production. QTMS iQ and all other Prism MIS solutions support the JDF standard.

About Walsworth

Now approaching its 70th year, family-owned Walsworth Publishing Company has earned worldwide recognition as one of the largest and most progressive printer/publishers in the United States. Headquartered in Marceline, Missouri, the company has more than 650 employees in four separate locations with a total of 329,000 square feet of manufacturing space. Walsworth has an extensive array of state-of-the-art color web and sheetfed presses, bindery, prepress and mailing equipment. The company’s Commercial Book Division specializes in high-quality, four-color books, as well as trade books, military publications and city and county histories. Using a highly flexible production system with specialized equipment and skilled craftsmanship, Walsworth assures its worldwide customer base excellence and value.

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. 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.

- B M I -