

**FOR IMMEDIATE RELEASE**

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**PRISM USA NAMES MICHAEL KINNEAR  
OPERATIONS MANAGER, NORTH AMERICA**

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**WILMINGTON, MA, August 22, 2007** — Prism USA, ([www.prism-world.com](http://www.prism-world.com)), a worldwide leader in integrated management information systems for the printing industry, has announced the promotion of Michael Kinnear to the new position of Operations Manager of North America.

In his new position, Kinnear's primary responsibilities include managing day-to-day operations, customer helpdesk facilities and support services, as well as directing Prism's national implementation staff. Having served as a sales representative since joining Prism USA in September 2006, Kinnear continues to report directly to General Manager Leland Morgan.

"Prism, and the market acceptance of our products WIN and QTMS, continues to grow rapidly here in the U.S.," Morgan stated. "Mike brings both the experience and commitment necessary to manage these important operations during this period of growth and expansion."

"In addition to providing the industry with robust and dynamic MIS/ERP software solutions, Prism has always earned high marks from its customers for our thorough and effective implementation and support services," Kinnear observed. "We're committed to maintaining this high level of excellence as more customers choose Prism."

Prior to joining Prism USA, Kinnear was Senior Product Manager with Latran Technologies (formerly Polaroid Graphics Imaging), responsible for the consumables business line, and involved in marketing and business development operations. His 16+ years of industry experience also includes a sales support and Marketing position with Iris Graphics Inc.

***MORE...***

Kinnear earned a Bachelor of Science degree in Technical Photography from Rochester Institute of Technology (RIT), and his MBA from Northeastern University.

**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](http://www.Prism-World.com).

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**EDITORS NOTE** – *A digital photo of Mr. Kinnear is available upon request.*