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COLORCRAFT OF VIRGINIA
SCORES EARLY GAINS WITH
PRISM-WIN MIS SYSTEM

WILMINGTON, MA, September 24, 2007 — Prism USA Holdings, developer of MIS/ERP products and shop-floor productivity management tools for the printing and graphic arts industry, today announced that all of the operations of Colorcraft of Virginia Inc., a high-end commercial sheetfed and digital printing company, are now live on the printer's newly implemented Prism-WIN print management system.

Colorcraft produces high-quality printed materials for the many industry associations, agencies, designers and corporations in the Washington, D.C. area.

Sterling, Virginia-based Colorcraft is completing a major transition of its operations to position the company for a new phase of growth. In addition to the startup of its new Prism MIS system, this year the company installed two new Heidelberg sheetfed presses and completed extensive improvements to its plant facility.

Jim Mayes, president of Colorcraft, and former chairman of PIA/GATF, notes that the startup of the Prism-WIN system has had an immediate impact on his company's operations, "It's all flow-through and makes the entire business process so much faster, better and more concise. It's a state-of-the-art product that streamlines our entire process, and will improve our ability to estimate and track jobs. Once we do the estimate, we can generate a job ticket and go seamlessly to scheduling, production, inventory control, right through to the billing process."

Mayes adds, "Even though we're just completing the billing cycle for the first month of live operation with Prism-WIN, our people in every department are seeing the benefits that the new system delivers."

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Looking ahead, Mayes plans to explore opportunities for integration of the JDF standard that is fully supported by the Prism-WIN system.

Colorcraft's Prism-WIN system features all the capabilities needed to manage a printing business. 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.

Leland Morgan, general manager, Prism USA Holdings, observes, "We're very proud that Prism-WIN is part of Colorcraft's strategy to move the company forward. We know that the multi-level operational benefits of the company's new MIS capabilities will prove to be a major source of support for its transition into an even more successful marketplace leader."

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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