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PRISM NORTH AMERICA BOLSTERS SALES FORCE
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WILMINGTON, MA, February 4, 2008 — Prism North America, (www.prism-world.com), a worldwide leader in integrated management information and shop floor data collection systems for the printing industry, has announced the appointment of David Noll to its sales force. He is the latest addition to Prism North America's growing nationwide staff that has more than doubled in size over the last 12 months.

Mr. Noll joins Prism North America with over 16 years of experience in print management MIS technology and shop floor operations with leading industry companies. He reports directly to Leland Morgan, General Manager of Prism North America.

"Dave's appointment to our sales team immediately enhances our ability to respond rapidly to the sharply increasing volume of interest in our Prism WIN and QTMS products that we're getting from every sector of the graphics industry," Mr. Morgan said. "The successful performance of our installed systems is leading more forward-looking printers to Prism North America."

Mr. Noll joins Prism North America from Technique MIS, where he had been Vice President of Sales. His prior experience in the graphics MIS field includes sales for Prism Print Management, primarily in the United Kingdom, and Vice President of Sales for Microink Systems in Massachusetts. His printing operations experience includes supervisory posts with R.R. Donnelley's Lancaster, PA facility in the key areas of materials management and pressroom technology. He also had been department manager for materials with Quebecor Inc.

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Mr. Morgan further noted, "Dave brings to Prism North America his hands-on sales and project management experience and an in-depth knowledge of the full spectrum of printing operations. He has a printer's perspective that will assure new customers of getting the Prism MIS product configurations that will deliver the best results for their specific enterprise."

"I've had an opportunity to work with many MIS systems," Mr. Noll stated. "It's been clear to me that Prism WIN and QTMS are the best production management products available in the printing marketplace. I am excited to now be a part of the Prism North America team that introduces the strong benefits they provide to printers throughout the industry."

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 production 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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