



NEWS RELEASE

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FRANKLIN/TRADE GRAPHICS ENTERS DIGITAL PRINTING MARKET WITH FIRST XEROX iGEN3 PRESS IN MIAMI

MIAMI and ROCHESTER, N.Y., Dec. 7, 2005 – Franklin/Trade Graphics LLC has entered the digital printing market by installing a Xerox iGen3[®] 110 Digital Production Press – the first in Miami.

The graphic communications company is using digital technology to complement its traditional offset printing. Franklin/Trade Graphics expects print volume on the Xerox iGen3 to grow quickly as new and existing customers seek short-run, fast-turnaround, full-color jobs. The need for personalized communications in marketing programs also is driving demand for digital color printing.

“The concept of personalizing direct mail pieces is gaining momentum as the image quality of digital printing begins to rival offset, plus the advantages of customized one-to-one communications have reached the decision makers at major corporations,” said Peter Dunne, president and chief operating officer of Franklin/Trade Graphics.

For example, Franklin/Trade Graphics is in the process of producing a full-color, personalized season ticket renewal package for Major League Baseball’s Florida Marlins that features the customer’s name and ticket location and special offers for team merchandise. “Adding personalization and color to documents helps to increase customer response rates and results in a better return on investment,” said Dunne.

In addition to personalized print jobs, the company also plans to produce brochures, catalogs, posters and postcards on the iGen3 press. According to Dunne, the company researched competitive digital presses, but it chose the Xerox iGen3 because of its image quality, speed and versatility.

Franklin/Trade Graphics is using both Xerox FreeFlow[™] DocuSP[™] and EFI Fiery color servers on the Xerox iGen3 to integrate workflow with its existing print production environment.

About Franklin Trade/Graphics LLC

Franklin/Trade Graphics is one of the leading communications services companies in Florida. It offers a full complement of services including digital photography, design, sheet-fed and non-heatset web printing, bindery, fulfillment, warehousing and mailing services in addition to digital and variable data color printing.

The company recently received the 2005 Business of the Year Award, sponsored by the *South Florida Business Journal*, in the General Business Services, \$10 million–\$25 million category. It was the only printing company recognized.

For more information about Franklin/Trade Graphics, LLC, contact Peter J. Dunne at (305) 633-9779 xt1227 or visit the company’s website at <http://www.frankgraph.com>