



**7/12/10**  
**FOR IMMEDIATE RELEASE:**  
**CONTACT:**  
Steve Mattingly  
Southern Lithoplate, Inc.  
(800) 638-7990 ext. 2240  
(919) 556-1977  
SMattingly@slp.com  
www.slp.com

## **Freedom Communications, Inc. Selects Southern Lithoplate as Digital Prepress/Press Solutions Provider**

**WAKE FOREST, N.C.** — Freedom Communications has selected Southern Lithoplate digital solutions for producing high-quality newspapers and commercial projects within its nationwide print network. When the information and entertainment company based in Irvine, Calif., wanted a company-wide upgrade of its prepress and pressroom solutions, Southern Lithoplate became the logical partner. The recently completed, six-month conversion initiative resulted in Viper 830®, Cobra 830®, and Tiger V® digital solutions as Freedom Communications' choice of CtP consumables.

According to Mark McEachen, COO/CFO, "Our partnership with Southern Lithoplate has contributed to a significant reduction in our ongoing prepress and press cost structure." McEachen added, "The expertise of Southern Litho's people, as well as their products and services, will be a valuable part of our production mix moving forward."

Working closely with Freedom Communications to identify production needs at the various printing locations, Southern Lithoplate assembled site-specific packages of systems and equipment. Fully integrated production lines contained thermal and violet CtP solutions.

"Southern Lithoplate remains committed to newspapers, despite the unsettled marketplace," stated Steve Mattingly, vice president of sales and marketing. "While rising paper costs and decreasing ad revenues continue to impact our newspaper partners, we are stepping up our commitment to cost-effective prepress and pressroom products, support and solutions."

Mattingly added that a growing number of commercial printing operations in the United States and Canada are migrating to Southern Lithoplate products. As the industry wrestles with economic challenges that plague printers and vendors alike, he added, "Printing companies cite lowest cost of ownership, increased production efficiency, enhanced print quality and 24/7/365 service and support as reasons for switching to Southern Lithoplate solutions."

### **About Freedom Communications, Inc.**

Freedom Communications, headquartered in Irvine, Calif., is a national privately owned information and entertainment company of print publications, broadcast television stations and interactive businesses. The company's print portfolio includes more than 100 publications, including 27 daily newspapers, weekly newspapers, magazines and other specialty publications. The broadcast stations — five CBS, two ABC network affiliates and one CW affiliate — reach more than 3 million households across the country. Freedom's news, information and entertainment websites and mobile applications complement its print and broadcast properties.

### **About Southern Lithoplate, Inc.**

Southern Lithoplate Inc. ([www.slp.com](http://www.slp.com)), headquartered in North Carolina, specializes in the manufacture, distribution and service of analog and digital plates and associated products for targeted print markets. Southern Lithoplate enjoys a reputation for Quality, Value and Performance throughout the world. Southern Lithoplate provides customers with a full array of high-quality, value-priced products. Southern Lithoplate's service infrastructure is designed to exceed the needs of the company's customer markets. State-of-the-art manufacturing facilities are located in Jackson, Tennessee, and near the world-renowned Research Triangle Park in North Carolina.

###