



6/29/10
FOR IMMEDIATE RELEASE:
CONTACT:
Steve Mattingly
Southern Lithoplate, Inc.
(800) 638-7990 ext. 2240
(919) 556-1977
SMattingly@slp.com
www.slp.com

Southern Lithoplate Launches “NEWSBRIEF” Electronic Newsletter

WAKE FOREST, N.C. — “NEWSBRIEF,” Southern Lithoplate’s new monthly electronic newsletter was officially launched today as its premiere issue was published and received by current and future customers of the internationally recognized digital and analog plate manufacturer and CtP solutions provider.

“There are so many positive things happening at Southern Lithoplate with the expansion of our product and service offerings,” Edward A. ‘Trip’ Casson III, chairman and CEO of Southern Lithoplate explained, “we needed an effective way to communicate this information with our customers. On top of that, scores of our newspaper and commercial printer customers have shared with us their successes using Southern Lithoplate solutions, so we felt it important, in turn, to share those results with all our customers as evidence of what our quality, value and performance program can deliver.”

NEWSBRIEF, will be a monthly recap of news and information for Southern Lithoplate customers and prospects, regularly reporting on new prepress technology, product and production updates, and special promotions newly available to newspaper and commercial print operations looking for an edge in today’s challenging marketplace.

“The e-newsletter will also be an effective voice for the Southern Lithoplate Strategic Alliance,” Casson said. “Our customers want to hear about all the great innovations our strategic alliance partners have to offer through this symbiotic relationship among companies that include Screen, Prolmage, Presteligen, Polkadots, Oris, NELA, HDS Premier Consulting, Esko and ECRM Imaging Systems.”

“NEWSBRIEF,” according to Steven Mattingly, Southern Lithoplate’s vice president sales and marketing, “is just as its name suggests – a brief collection of valuable, pertinent news that newspaper and commercial printing executives and management can scan and read in a matter of minutes. It is a single source for information and trends in digital and analog prepress, just as Southern Lithoplate is a single source for plates and other prepress solutions.

About Southern Lithoplate, Inc.

Southern Lithoplate Inc. (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.

###

Southern Lithoplate, Inc. • P.O. Box 9400 • Wake Forest, NC 27588 • Phone: 800-638-7990 • Fax: 919-554-0786