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Digital Technologies Provide Unique Marketing Solutions

LP Digital Proves a Comprehensive Resource

New York, NY . . . In his 20+ years as a printer, Craig Sheer, Principal of LP Digital, Inc., has gotten to know his customers' expectations—a printer with solutions. Not just another printer who can put ink on paper but one who can partner with them in using the latest technologies to produce effective, memorable content to maximize customer response rate and enhance customer retention.

As a dynamic marketing solutions provider, LP Digital offers a full suite of services to bring customers' marketing campaigns from creative to implementation, including design, digital asset management, digital and/or variable printing, finishing, fulfillment, interactive and web services, and measuring and reporting performance. By relying on a single resource for all these components, marketers reap the benefits of cost efficiency, faster turnaround, increased ROI for their marketing dollars and convenient, centralized control.

Craig says he regularly urges customers to consider variable data printing. He even provides learning opportunities to prepare marketers for the new world of one-to-one communications—at educational sessions at his facility called Lunch & Learns.

“I don't expect the market to come running,” admits Craig. “This is a new technology and a new marketing methodology. But once they give it a try, they'll see dramatic results in its power to grow ROI, expedite delivery of their message to market, improve customer relationships, build customer loyalty, do selective testing quickly and efficiently, and streamline and automate tasks to yield performance tracking.”

According to a recent study, using personalized content in direct marketing produces incredible results, and these statistics should make any marketer sit up and take note.

- Improves response rate by 34.0%
- Increases average order size/value by 24.5%
- Grows repeat orders/retention by 47.6%
- Expands overall revenue/profit by 31.6%
- Minimizes response time by 34.9%

LP Digital offers strategic solutions including design services, entailing content development and re-purposing for one-to-one marketing, to generate customer retention, growth, and win-backs; digital workflow analysis and design; integrated, multi-channel direct marketing strategies; project management from strategy through success measurement; campaign management to oversee, plan and manage each stage of an event-triggered or multi-channel campaign; integration of real-time data streams and database connections and application development; and digital asset management.

Consistently staying ahead of customer needs has made Craig as an invaluable resource for marketers. His own experiences and market research studies prove that the more focused, more personalized and more relevant the communication with customers and prospects, the bigger the increase in response rate and revenue. Thus, Craig's emphasis on the value of variable marketing has expanded to its Internet applications.

Variable data for e-applications works the same way as for print, creating targeted documents by placing customer-specific text or graphics into a page layout template. Each copy is different, containing information directed only at the intended recipient. Personalized web pages, email blasts, account statements and targeted marketing materials are just a few of the uses for variable e-marketing.

You are invited to find out more about LP Digital's marketing solutions by visiting www.lpdigital.net. LP Digital, Inc. is a New York City-based digital printing company offering

digital printing, variable printing, data management, direct mail, finishing and die cutting, digital imaging, bindery and mailing, design services and interactive and web services. Personalized, customized communications available from LP Digital give companies a competitive advantage by enabling them to get their message to market faster and sell more effectively. Launched in early 2005, LP Digital embraces the latest digital print technologies to create a communication partnership with companies large and small.

For more information on Craig Sheer and LP Digital, Inc., contact Katerina Caterisano, Public Relations Director, Network Design and Communications; phone: 212/431-4675; fax: 212/431-5786; email: Kat@networknyc.com.

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