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TRADITIONAL PRINTER GOES DIGITAL

Craig Sheer's LP Digital Stays in Front of Business Trend

New York, NY . . . Craig Sheer knows his market and what it takes to grow his clients' business. Co-founder of Litho Partners with Ken Lerman, Craig recently realized that, as digital technology has increased opportunities for marketers to pinpoint their target audience, so too has this technology increased the printing industry's capabilities to provide marketers with the tools to zero in—with customized, individualized printing techniques—on each member of that audience.

To that end, Craig and Ken have launched a state-of-the-art digital printing company, LP Digital, Inc., offering variable printing and other solutions to marketers, along with a learning center to educate, and demonstrate to, both new and existing customers the broad range of applications of variable data printing. Craig's 20-plus years of experience in lithography, coupled with his background in engineering, perfectly positions him to utilize new technologies being introduced to the marketplace.

Craig and Ken decided to invest in the new Xerox Corporation iGen3® Digital Production Press, now housed in their cutting-edge facility in downtown Manhattan. Featuring Pantone Certified Color Library for precision color matching, the iGen3 is significantly faster and handles a considerably larger sheet size than its competitors.

According to Craig, the iGen's "larger sheet size has given us a competitive advantage on many jobs, since price is always an issue. Variable data performance was a major focus of the design of the iGen." He continued, "We can build Web-to-print applications, giving our clients the ability to create personalized communications based on their customer-supplied real time information. Clients have access to their brand-controlled publishing portal allowing them to customize and localize their collateral and campaigns—all from their desktop."

Craig's commitment to anticipating customer needs has made him an invaluable resource for marketers. 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. And this doesn't apply to print vehicles only. 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.

In addition to their partnership with Xerox, LP Digital's affiliation with two of the industry's strongest up-and-coming software providers positions him as a total resource for marketers. Desknet, serving the financial services industry, enables firms to automate the assembly of high-quality, personalized communications that are produced on-demand and delivered to customers via print and direct mail, call center fulfillment, self-service portals, web, email and wireless devices. Communications campaigns of all kinds can be generated through the software, including personalized wealth management kits, institutional monitors/reports, fund fact sheets, and all types of educational materials—from mass-market communications to regulatory reports in full corporate-wide regulatory compliance.

Printable Technologies, a software company that has developed a suite of Internet and web-based applications for the graphic arts industry, focuses their product line on facilitating the needs of printers. The company delivers its services through printers to other key industry participants involved in the creation, production, purchasing and delivery of printed materials. Printable Technologies provides online variable data printing solutions to commercial and digital print service providers, ad agencies and direct marketing companies. Craig is using the Printable System to provide his customers with real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission and file transfer.

Craig clearly sees that the future of print is in digital technology. "It's all about improved efficiency," Craig notes. "For every aspect of the communications process, these new technologies mean higher revenues, new business growth and better customer retention."

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, die cutting, 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 communications 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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