



FOR IMMEDIATE RELEASE

LithoTechnics Establishes New Subsidiary in the U.S.A.

Sydney, Australia, May 1, 2007 – LithoTechnics Pty Limited, the Australian developer of the Metrix automatic layout and imposition technology, has formed a new subsidiary to serve the North American print market - LithoTechnics, Inc.

LithoTechnics Pty Limited was formed in 2003, and has pioneered the creation of new technology to streamline and automate print industry workflow, bridging the gap between information systems and production systems. Metrix, the company's award-winning product, has garnered a growing market share with version 2, which automatically calculates bound work impositions, in addition to the gang layouts that put Metrix on the map.

LithoTechnics, Inc., based in Phoenix, Arizona, will market, sell, and support Metrix in the U.S. and Canada. The new subsidiary is headed by Davo Laninga, Manager of Sales and Support. Davo comes to LithoTechnics after 12 years of experience in graphic production and prepress, followed by 10 years in technical support, training, and technical sales support for Scenicsoft, Creo, and Kodak. Davo was most recently the subject matter expert for Kodak UpFront® before joining LithoTechnics in 2006.

"We are very fortunate to have Davo heading up our operation in North America," said Rohan Holt, founder of LithoTechnics. "Davo's experience in production and in customer support brings us a wealth of knowledge and expertise that is difficult to find, and a tremendous asset to LithoTechnics" he added.

Holt further stated, "Establishing a direct presence in the North American market is an important step for LithoTechnics, especially in this period of rapid growth." Holt added that LithoTechnics will continue to expand its network of resellers in the U.S. and Canada, but emphasized that "LithoTechnics, Inc. will be able to provide our resellers with local sales and technical support, a critical cornerstone of the services required to assist our dealers as well as our customers."

About LithoTechnics

LithoTechnics is a privately held company founded in 2003 by Rohan Holt. Holt is the original inventor of SuperImpose™, the product that was adapted and renamed UpFront® when it was acquired by ScenicSoft in 1999. Metrix, LithoTechnics' flagship product, received the prestigious 2005 PIA/GATF InterTech™ Technology Award, recognized industry-wide as a symbol of technological innovation and excellence. With offices in Phoenix, Arizona, and south of Sydney, Australia, LithoTechnics is a software company focused on providing key tools and technologies to enable print workflow automation. LithoTechnics is a full member of the CIP4 Organization.

For more information visit <http://www.lithotechnics.com>

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