

PRESS RELEASE



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Novi, MI - September 28, 2007 — Flashlight-Digital, the leading workflow solution provider for newspapers and publishers, has completed another successful deployment of a complex newspaper integration in Aberdeen S.D.

Janie Patton, Prepress Manager, was fearful of any software solution's ability to get the job done, not to mention, the task of integrating the solution into their site. The Aberdeen American News has changed ownership multiple times in the last few years, and due to this fact, is plagued with a hodge podge of very old and new hardware and software across their site, including multiple pagination and management systems. After careful consideration of their options, she decided to turn to Flashlight-Digital for assistance with her integration, deployment and long-term support needs.

“Flashlight Digital provided the guidance and assistance we needed for our complicated and legacy systems. All said and done, the integration and ongoing assistance from them is some of the most dedicated I have ever experienced. Newsflo was able to handle our complex press layouts and has proven to be less hands on and more automated than other software I have tried previously. It's ease of approving pages, setting up plate configurations and imposing them to CTP has proven to be fast and user-friendly. The real challenge was our 120-160 page Farm Forum that runs weekly and must be generated in a short amount of time. Newsflo can do this with time to spare.” says Janie Patton.

Initially the integration was performed with another product for their page pairing needs. After several weeks of trial, it was obvious that the product being tested was going to be too difficult to operate and inadequate for their needs. After weighing the options, the decision was made to switch to Newsflo from PolkaDots Software. The setup and management of the premier product of the American News, the “Farm Forum” was found to be much easier with Newsflo. The integration of Newsflo also proved to yield much better results in the areas of hard-copy proofing, soft-proofing, template building and job planning.

Flashlight Digital is happy to add the Aberdeen American News, a Schurz Communications site to its longstanding list of newspaper and publishing customers.

About us:

Flashlight Digital is a focused distributor of unique, innovative, and affordable pre-press solutions and products. We are distributors of multiple digital imposition proofing systems and a premier solution provider of multiple pre-press workflow solutions. For more information about our company and products, please visit our website at www.flashlight-digital.com

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Contacts:

For more information, contact *Richard Laframboise*, e-mail: Richard@Flashlight-Digital.com