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**Leader in Outsourced Graphic Services Affinity Express  
Launches Newest Version of its Web-Enabled Workflow for Ad Production**

**Chicago, March 10, 2009**—Affinity Express Inc., the leading multi-shore provider of outsourced, high-volume advertising and marketing design solutions, which supports newspapers, publications, direct mail, corporate and advertising agency clients, announced the launch of a new version of its workflow technology, Affinity Express Service Bureau v2.1 (AESB v2.1). The new features and enhancements that have been rolled out were primarily driven by feedback from clients to improve end user experience and designed to support emerging prepress technologies.

As the pioneer in outsourced graphic and design services Affinity Express leveraged its unparalleled experience in the newspaper segment to reengineer the entire ad production process. The company created AESB; a pre-configured, hosted solution to manage all ad production components and processes, including integrated file pre-flighting. Pricing is on a per-transaction or full-time employee basis and there is no software or hardware to purchase, install or maintain (which eliminates capital expenditures). Plus, AESB is the only web-based service system accessible via a web browser from anywhere.

AESB consists of Mediaspectrum's AdWatch for ad tracking and administration, eProof for material uploading and full annotation, Component Manager for drag and drop integration into Adobe InDesign and QuarkXPress as well as for tracking on the component level, and AdDrop for online material submission with backend automation. All software licenses and hardware are provided, set up and managed by Affinity Express.

With version 2.1, the AESB adds:

- **AE Tools:** a new set of easy-to-use, web-based tools has been incorporated to give clients the option to perform system administration functions such as creating user IDs and setting up publication deadlines, which affords them greater control and faster turn times on requests.
- **Versions:** backups of all InDesign or QuarkXPress native documents are maintained so clients and their customers can revert to any versions at any time. Issues with corrupt and lost files are decreased, while the flexibility to accommodate multiple changes to ads is increased. Consequently, publishers can deliver better support to advertisers.
- **Pickup with Change Markup Emails:** instead of scanning tearsheets with mark-up instructions from sales, the system sends emails as soon as ads are booked to allow reps to enter changes in one step. This feature reduces administrative activities, streamlines the ordering process and keeps client salespeople focused on selling.

Affinity Express made several other improvements to AESB, including a new OPI engine (AGFA Arkitex Producer) and Harlequin RIPs for true RIP checks.

At the same time, the company has focused on adding some of the best people in newspaper industry to its team. Affinity Express recruited recognized experts with deep domain experience to develop and implement solutions, manage client relationships and enhance processes.

According to Affinity Express President of Advertising Services David McTarnaghan, "We have had tremendous success with our AESB solution, from both a technology standpoint and in conjunction with



the detailed methodology that was developed to efficiently perform fast implementations for our clients. Over the past two years, the market has validated our offering. Now we have utilized end user feedback and our own experiences to take the solution to another level. Ultimately, AESB v2.1 delivers a more efficiently engineered ad production process for newspapers and Affinity Express production centers.”

AESB v2.1 is the workflow component of the comprehensive Affinity Express solution, which includes more than 800 graphic designers, world-class processes and expertise in over 30 software programs and multiple platforms. The company is the only multi-shore graphic and design operation (with facilities located in India and the Philippines), which offers disaster recovery and business continuity planning for clients. Affinity Express provides a business process outsourcing platform for transformation by enabling clients to lower costs, reduce turn times, enhance quality, and improve profitability with interactive and rich media ads.

Affinity Express Chief Executive Officer Kenneth W. Swanson said, “We’re delighted to launch the latest version of the service bureau; the only comprehensive system for trafficking ads from material collection through to pagination. Our continued investment indicates the Affinity Express commitment to meeting client needs and supporting the entire media industry. As a service provider, we are staying ahead of the curve and setting the standard for efficiency and excellence in ad production, while helping publishers to change their business model.”

### **About Affinity Express**

Affinity Express is the leading business process outsourcing company that is 100% dedicated to graphic and design services. Headquartered in Chicago, Illinois, Affinity Express has over 800 employees and maintains production centers in Pune, India and Manila, Philippines. The company is the only multi-shore BPO in the outsourced graphic space, which offers disaster recovery and business continuity planning for clients. Affinity Express delivers services 24 hours per day, seven days per week and 365 days per year, producing products in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files. The comprehensive, customized graphics solutions of Affinity Express help clients lower production costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally.

At the end of 2006, Livelt Global Solutions, the holding company for Ayala Corporation’s investments in the Business Process Outsourcing (BPO) sector, acquired 100% of Delaware-incorporated Affinity Express. Founded in 1834, Ayala Corporation is the oldest business house in the Philippines and one of the largest conglomerates in the country. Ayala Corporation and its listed subsidiaries have a combined market capitalization of approximately \$12.7 billion.

For more information about Affinity Express, please visit [www.affinityexpress.com](http://www.affinityexpress.com).

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