



FOR IMMEDIATE RELEASE

**San Antonio Express-News Partners with
Graphic and Design Services Provider Affinity Express for
Turnkey Solution for Print and Web Ad Production**

Chicago, March 5, 2009— Affinity Express Inc., the leading multi-shore provider of outsourced, high-volume advertising and marketing design solutions, with over 8,000 clients in the media, retail/quick printing and promotional products industries, announced today that the Hearst-owned San Antonio Express-News has implemented the company's comprehensive solution for print and web ad production. Affinity Express will handle a majority of ad production services for the publisher.

President & Publisher Tom Stephenson commented, "As the largest distributor of news and information in South Texas, we have to be aggressive, agile and innovative in our approach and continually improve to serve both our readers and advertisers. We believe that streamlining processes, expanding our capacity in ad production and offering more services to help advertisers reach their target audiences will enable the San Antonio Express News to transform our operations and strengthen our company."

Affinity Express President of Advertising Services David McTarnaghan said, "We are excited to work with such a respected publication and gratified that the San Antonio Express-News has joined other clients in the newspaper market who have decided to take advantage our turnkey ad production solution."

For the Express-News, Affinity Express has implemented Affinity Express Service Bureau v2.1 (AESB v2.1), which is a pre-configured, hosted solution to manage all ad production components and processes. Software licenses and hardware are provided, set up and managed by Affinity Express. It 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 InDesign and QuarkXPress as well as for tracking on the component level, and AdDrop for online material submission with backend automation. Clients have no software or hardware to purchase, install or maintain. Plus, it is the only web services based system accessible via a web browser from anywhere.

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. In addition to having the most domain experience in print and online ad production for newspapers, 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.

Mr. Stephenson went on to say, "Our industry is experiencing a period of disruptive change that requires us to reduce costs through this time of transition and position ourselves for growth in the coming years. Our relationship with Affinity Express is a strategic step in this direction and we look forward to realizing all of the benefits of this business decision."

Affinity Express is exhibiting at mediaXchange in Booth 2410, March 9 to 11, 2009.



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.

About San Antonio Express-News

The *San Antonio Express-News*, established in 1865 and acquired by Hearst Corporation in 1993, is the third largest daily newspaper in Texas. The *Express-News* is ranked No. 1 in Sunday readership among major U.S. newspapers. The *Express-News* is the largest distributor of news and information in South Texas, with dedicated news bureaus located in Austin (together with the *Houston Chronicle*) and Brownsville. The newspaper has the ability to send advertising messages to upper-income households in Monterrey with its Mexico Express service, and to target households in San Antonio, based on any demographic criteria, through its direct mail division. *Conexión*, a weekly bicultural publication, began publishing in May 2004 and targets Hispanic and bicultural households in San Antonio and South Texas. The *Express-News* and Kens TV (Belo Corp.) own MySanAntonio.com, the leading local Web site that San Antonians trust for current news and information.

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