



FOR IMMEDIATE RELEASE

**The Sun News of Myrtle Beach Partners with
Graphic and Design Services Provider Affinity Express for
Improved Operational Efficiency in Print and Web Ad Production**

Chicago, April 14, 2009— Affinity Express Inc., the leading multi-shore provider of outsourced, high-volume advertising and marketing design solutions for print and online vehicles, with hundreds of newspaper, direct mail, corporate and ad agency clients, announced today that McClatchy-owned The Sun News of Myrtle Beach, South Carolina, 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.

Vice President of Advertising Bill Gaier said, "Our goal for outsourcing ad production was to create operational efficiency. Affinity Express offered us a proven, documented approach and state-of-the-art technology. But what made the major difference for The Sun News was the company's thorough implementation plan. Numerous Affinity Express personnel were onsite, including team members from the Manila production facility, to explain processes and train our team. The smooth transition and results to date enable the team at The Sun News to have confidence that our advertisers were being well served with quality ads. This allows us to focus on providing exceptional thought leadership to our community."

Affinity Express President of Advertising Services David McTarnaghan explained, "Only Affinity Express has a set delivery methodology that guarantees a fast, quality production ramp, which has been proven with numerous successful client implementations. This was an important consideration for The Sun News." Mr. McTarnaghan noted that the Affinity Express has project managers with experience in its technology solution, as well as decades of experience in the newspaper industry.

As part of the relationship for ad production for The Sun News, Affinity Express implemented the Affinity Express Service Bureau v2.1 (AESB v2.1), which is a pre-configured, hosted solution to manage all ad production components and processes. AESB v2.1 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.

In addition to the AESB v2.1 workflow, Affinity Express has more than 800 graphic designers, world-class processes and expertise in over 30 software programs and multiple platforms. The company has the most domain experience in print and online ad production for newspapers and 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. Gaier went on to comment, "The Affinity Express responsiveness was impressive. If we had issues late in the day, someone was here or available by cell phone to help. Rather than a vendor, Affinity Express supports The Sun News like a true partner. We believe the ultimate result will be a stronger, more efficient operation to serve the news and advertising needs of Horry County and the coastal areas of Georgetown and Brunswick counties."



About Affinity Express

Affinity Express is the leading business process outsourcing company that is 100% dedicated to 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 provides a comprehensive array of print and online services. Publishers benefit from an integrated approach for cross-media campaigns that reuses digital assets from traditional print-based marketing programs for high-impact web publishing. Affinity Express 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 The Sun News

The Sun News traces its origins to June 1, 1935, with the publication of the first issue of Myrtle Beach News, a weekly tabloid founded by C.L. Phillips and his brother-in-law, J. Clarence Macklen. The Myrtle Beach News later merged in 1961 with the Myrtle Beach Sun, a competing weekly founded in 1950, to form The Sun-News under the ownership of Mark Garner.

The Sun-News began publishing biweekly shortly thereafter, and by 1972, it was published three times a week. The newspaper was publishing Monday through Saturday when it was purchased by The State-Record Company of Columbia, S.C., in 1973. A Sunday edition was added in 1977, and The Sun News officially became a daily newspaper. Knight Ridder acquired The State-Record Co., which included The Sun News, in 1986. In June 2006, The McClatchy Company acquired Knight Ridder and The Sun News became part of its present-day parent company.

With a daily circulation averaging 50,000, it is a vibrant and growing newspaper that is highly respected throughout the Carolinas as one of the leading sources of information and thought leadership.

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