



P3 SOFTWARE, INC.

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FOR IMMEDIATE RELEASE

P3 SOFTWARE UNVEILS P3 EXPEDITOR FOR MACINTOSH *Clamor From Mac Based Print Buyers Drives Release of Affordable Effective E-Commerce System*

BOSTON, MA —April 28, 2003— P3Software, Inc. a developer of print procurement software announced today the release of the Macintosh edition of P3Expeditor. P3Expeditor is the affordable print procurement software system for graphic designers, ad agencies, print brokers and corporate print buyers. Like its PC counterpart, P3Expeditor for the Macintosh streamlines the print procurement process for print buyers, automating communications tasks and storing job information in a single convenient database.

Developed and refined over 9 years, P3Expeditor automates creation of print job specifications, manages the request for quote process and tracks production management. Now, all print buyers including Macintosh users have access to affordable and effective e-commerce systems for buying printing.

“P3Expeditor makes print buying easier, more cost effective, and stress free. It's simply a better way to buy print,” said Mitch Cohen, president of OmniSource, a Rochester, NY print reseller.

“P3Expeditor has helped me immensely,” adds Steve Tracy, print services manager at Loyola Press. “I send out hundreds of quotes annually and it never fails that I will forget something. Not anymore...”

“Efficiency, immediacy and affordability are key benefits P3Expeditor brings to the market. These advantages are now available to Macintosh users,” said Caleb Tower, CEO, P3Software. “P3Expeditor was designed and refined to take time out of the print procurement process. The organization and efficiency P3Expeditor creates helps buyers focus on key decisions rather than mundane paperwork.”

Getting started with P3Expeditor is fast and easy. The software can be downloaded directly from www.p3software.com. P3Expeditor avoids the time consuming process of “signing up” printers for the system. Printers get email or fax communications from P3Expeditor and sends back prices any way they like. This asymmetric approach makes the start up process fast and the system very effective. Print buyers can start using the P3 Expeditor with their regular printers in about 15 minutes. Buyers get immediate benefits working with the suppliers they know and trust without disrupting buyer-supplier relationships.

Pricing and Availability

Single buyers now have access to resources previously reserved for large companies with six-figure e-commerce budgets. For larger firms, P3Expeditor represents a fast economical alternative to in-house projects and cumbersome expensive ASP e-commerce services. “Print buyers want an efficient print procurement solution with reasonable and predictable costs,” says CEO Tower “and that is what P3Software provides.”

P3 Expeditor for Macintosh Operating Systems OS8.6, OS9 and OSX is available through the P3Software website www.p3software.com. All versions come with a 30-Day free trial license for new users. Customers can buy a P3 Expeditor license or use it on a pay-as-you-go basis. A full license is \$599 per user while the “Pay as you Go” license is \$260 per user per year. For corporate buyers or multi-seat sites, site license agreements are available.

About P3 Software

P3Software is a privately held company headquartered in Newton, Massachusetts. The company’s mission is to provide affordable print procurement software to corporate buyers, graphic designers, advertising agencies and print brokers. To find out more about P3 Software or P3Expeditor, please visit the web site at www.p3software.com or call 617-256-3366.

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