

## Caleb Tower

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**From:** Caleb Tower [ctower@p3software.com]

**Sent:** Tuesday, January 25, 2005 2:44 AM

**To:** ctower@p3software.com

**Subject:** News Release: P3SOFTWARE Transactions Exceed \$100 Million in 2004

P3 Software, Inc.

FOR IMMEDIATE RELEASE  
.....Press Release.....

### **P3SOFTWARE TRANSACTIONS EXCEED \$100 MILLION IN 2004**

**Innovative Procurement System Demonstrates Sustained Growth and Value for Print Buyers**

**Boston, Mass - Jan 24, 2005** P3Software, Inc., the print procurement software innovator has announced that their flagship P3Expeditor print procurement system processed over \$100 million in RFQ (Request for Quote) transactions across over 10,000 print jobs in 2004. Print buyers around the world are now using P3Expeditor on a large scale to streamline the procurement and production process, making buyers and print media more competitive.

"What was once a trickle has turned into a steady stream of business running through the P3Expeditor system" remarked Caleb Tower, President of P3Software. "In the next 12 months we see that stream turning into a flood as the word about P3Expeditor continues to spread across the graphic communications industry. Last year our customer base increased 400% and our transaction volume jumped 1400%. This was very significant for us and we look forward to strong growth in 2005."

#### **Best practices and more...**

The P3Expeditor system embodies the best practices for procurement of printed goods while it standardizes and streamlines the process. Print buyers benefit directly from the productivity and organization P3Expeditor delivers. Users typically save 10%-20% on their print and related purchases by efficiently obtaining competitive price information. Organizations also gain greater control of their total print spending, enabling strategic sourcing negotiations and ensuring compliance with best procurement practices.

From the print suppliers' perspective, P3Expeditor delivers on the promise of e-commerce. The P3Expeditor system delivers consistent comprehensive information in a standardized format to suppliers, without any cost, training or other hassles. 2004 saw an additional 2500 new print suppliers interact with their customers through the P3Expeditor system. "P3Expeditor makes it easier for printers to do business with our customers." notes Bob Yancich, P3Software COO. "One of the indirect benefits we hear about is that our customers are getting their information back sooner with fewer questions from suppliers. By making print faster and easier to buy, P3Expeditor provides a competitive advantage for print over other media, which benefits the industry overall."

[Learn more...](#)

#### **About P3Software**

P3Software is a privately held company headquartered in Boston, Massachusetts. The company's mission is to provide affordable print procurement solutions to:

- ✉ Non-profit Organizations
- ✉ Corporations
- ✉ Graphic Designers
- ✉ Advertising Agencies
- ✉ Print Resellers and Brokers

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**P3Software**

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