



P3Software

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FOR IMMEDIATE RELEASE

P3Software announces the release of P3Expeditor New company creates breakthrough product targeted at print buyers

BOSTON – February 2002 – P3Software today announced the launch of their premiere product, P3Expeditor.

“We are very excited about introducing this product to the marketplace” said company CEO Caleb Tower, “we have worked hard to create a product that lives up to it’s slogan: The practical solution for people who buy print”.

P3Expeditor is a software product for print buyers that manages the print buying process from spec development through delivery notification. “Our big challenge is communicating to print buyers that we are not just another dot-com print buying exchange.” says Tower. “P3 Expeditor is a software productivity tool for print buyers that speeds the process of creating comprehensive job specifications and sending them to printers. The value for print buyers is in saving time in managing projects and communicating with the printers that the buyers already work with.”

“Our goal is to make the current process easier for print buyers, not change to some ‘new economy’ way of doing business” says company COO Bob Yancich. “We looked at the market closely and recognized the drawbacks and failures of the print dot-coms and independent printer websites. The feedback we received was that print buyers like doing business with their current suppliers, but find the process disjointed and time consuming. P3 Expeditor organizes and automates the buying process, strengthens existing supplier relationships and gives print buyers more time to do their jobs.”

P3Expeditor is an application that facilitates the creation, communication and management of project specifications, suppliers, scheduling, pricing, work orders and

more. Buyers use their own suppliers and there are no printer integration requirements. P3Expeditor has a unique built in email engine that instantly communicates job specifications to suppliers and automatically updates with supplier pricing, comments, etc., without enduring the restrictions, delays and costs inherent with web based applications.

“It’s fast, smart, unique in its architecture and designed to become the industry standard” states CEO Tower.

P3 Software is headquartered in Newton Massachusetts. To find out more about P3 Software visit the web site at www.P3Software.com.

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