



P3Software

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FOR IMMEDIATE RELEASE

P3Software announces the release of P3Expeditor Former printers develop job submission software for print buyers

BOSTON – March 2002 – P3Software today announced the launch of their premiere product, P3Expeditor to the commercial printing industry. As part of this launch, P3Software is also announcing an incentive plan for printers that want to distribute a branded version of P3 Expeditor to their current and future customers.

“This is a great opportunity for printers to differentiate themselves by bringing a valuable new time saving tool to their customers and new prospects. And, every time that customer goes to build a new job specification, the sponsoring printer’s brand name will be front and center on the computer screen and at the top of the supplier list.” Says CEO Caleb Tower. “By mailing a branded P3 disc to prospects, printers can position themselves as technically savvy, e-commerce enabled and focused on their clients’ needs.”

P3Expeditor is a software product that manages the front-end print buying process for print buyers. “Our big challenge is communicating to print buyers and printers that we are not a dot-com print buying exchange.” Says CEO Caleb Tower. “P3 Expeditor is a software productivity tool for print buyers that speeds the process of creating accurate job specifications and sending them to their preferred printers. The value for print buyers is in the management of their project specifications, schedules and pricing. The value for printers is its simplicity.”

“It is unrealistic to expect a printer to be proficient in managing multiple e-commerce systems,” states COO Bob Yancich. “I have managed production in small and medium size commercial print facilities and know first hand the challenges that CSR’s face everyday. We set out to develop a system for print buyers but with a respect for printers’

concerns. We have created an open system where buyers can easily access their printers from day one. And the printers do not have to 'learn' or use a new system."

P3Expeditor is an application that facilitates the creation, communication and management of accurate project specifications, scheduling, pricing, work orders and more. Buyers use their existing suppliers and there are no printer integration requirements. Utilizing a unique built in email engine, job information is instantly communicated from buyers to printers, without the restrictions, account set-ups, passwords, learning curves and costs inherent with web based applications.

"Forward thinking printers should jump at the chance to bring P3 Expeditor to their clients." claims Yancich, "It benefits both parties. Printers get clear, accurate, highly detailed job specifications. And buyers get a great system that saves them time while organizing and streamlining the buying process."

"It's fast, smart, inexpensive and designed to become the industry standard," states CEO Tower. "We knew we had a winner when print buyers testing P3Expeditor told us their printers were impressed. We think savvy printers will be impressed enough to take it to their customers, before their customers start using an expensive incompatible web-based system that compounds the headaches and hassles."

P3 Software is headquartered in Newton Massachusetts. To find out more about P3 Expeditor visit the web site at www.p3software.com or call 508-341-2219.

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