



FOR IMMEDIATE RELEASE

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xpdx, Graph Expo Chicago, Booth 3808

**XPEDX CUTS EXPENSE, ELIMINATES HASSLES
OF REMOTE WEB-BASED PROOFING**

**xpdx customers get access to
top online proofing solutions provider, PROOF-it-ONLINE**

LOVELAND, Ohio, September 9, 2007—For many print professionals and their customers, remote proofing is seen as a technology that's still not ready for prime time. It remains cumbersome—and typically is laden with hidden or unreasonable costs.

xpdx, joining with Cary, N.C.-based PROOF-it-ONLINE, is changing that. xpdx now offers print professionals, their customers and suppliers anywhere in the world, an easy to use online proofing technology. The service is being demonstrated at Graph Expo Chicago Booth 3808, Sept. 9-12.

The online proofing service provided by xpdx is available for only \$1 per page, approximately one-tenth the cost of a typical charge for an accepted page proof. There are no extra charges and no special software or hardware is needed. Reviewers can markup and comment directly to the proof online and the printer can post the updated proof as many times as needed.

“We believe that a good online proofing solution allows for a very low one-time per proof posting fee, as well as a way to easily approve content and layout of a print project,” said Dan Wish, xpdx general manager and director of the xpdx National Technology Center in Twinsburg, Ohio.

He added that once the print project has been fully proofed online, the printer can then create a final color-matched proof locally and send it to press, speeding workflow and greatly reducing time and expense.

“We've pioneered a technology that eliminates the need for traditional email sharing of PDFs, faxing or overnight mail,” said Rob Munz, CEO of PROOF-it-ONLINE. “Our solution adds control to the approval process by providing for easy online tracking, versioning, archiving and routing. Most importantly, it increases efficiency, productivity and work-product excellence in the print and creative worlds.”

xpdx customers can log onto their secure account and post projects via the Internet. Proofs are reviewed and edited with standard annotation and mark-up tools. When the reviewer is finished, they set the approval status and the proof is returned. The PROOF-it-ONLINE application tracks all changes, and incorporates time/date stamps on all activities. It provides reporting and archiving for management control.

(more)

web-based proofing and approval management solution for companies in printing, publishing and creative services. PROOF-it-ONLINE's web-hosted solution enables companies to manage and track their proofs in a centralized location and allows their customers to markup/edit proofs in their browser and deliver approval back to the creative professional in minutes. For more information, visit www.proofitonline.com.

About xpedx

Loveland, Ohio-based xpedx, a business of International Paper, is one of the largest business-to-business distribution companies in the U.S. with more than \$6.7 billion in 2006 revenues. xpedx distributes a wide range of paper and graphics, packaging and janitorial-sanitary supplies and equipment from manufacturers worldwide. Customers include printers and publishers, manufacturers, retailers and facility managers among many others.

xpedx, which has more than 260 locations across North America, does business with the majority of printers in the U.S. It also provides detailed operations consulting for printers to help them improve productivity and profitability. xpedx is one of the largest providers of post-consumer waste content and recycled printing papers in North America and has Sustainable Forestry Initiative® (SFI) and Forest Stewardship Council (FSC) chain-of-custody certification at all of its U.S. locations. For more information, visit xpedx.com. ###

Editor's note: xpedx is always spelled lowercase.

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