



**FOR IMMEDIATE RELEASE**

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**U.S. PRINT PROFESSIONALS CAN NOW REGISTER TO WIN ALL-EXPENSE-PAID TRIP TO NEW XPEDX TECHNOLOGY CENTER**

**xpedx announces contest/drawing for two paid trips to demonstration and exhibition center in Cincinnati**

**Winners can test-drive equipment in live production environment, consult with printing experts—and find new avenues for growth, profitability**

CINCINNATI, April 6, 2009 —xpedx® today announced a drawing that will give U.S. print industry professionals the chance to win an all-expense paid trip to the new xpedx Technology Center in metro Cincinnati. The two-day trip is valued at approximately \$2,500 per winner.

To participate in the xpedx “Invest to Win” drawing, visit <http://investtowin.xpedx.com> by May 31 and complete the registration information. The drawing is open to U.S.-based commercial and in-plant printers. The random drawing will be held June 1 and winners will be notified June 10 for travel to be completed in 2009. Additional eligibility information is available at the website and no purchase is necessary to win.

Two print professionals will receive an all-expense paid trips for two to the print technology center located at the xpedx headquarters in Cincinnati. The new center opens today. The 11,000-square-foot demonstration and exhibition center is the only location in the U.S. where printers can evaluate, test and purchase equipment and technologies from multiple OEMs in a live production environment.

Each winner will receive roundtrip coach airfare for two between any U.S. city and Cincinnati; two nights accommodations at The Westin Cincinnati; an xpedx-hosted dinner; ground transportation; \$200 cash for incidental expenses; and a personalized tour of the new xpedx Technology Center.

**About the new xpedx Technology Center**

“The center provides print company owners and senior managers with access to cutting edge technology and equipment from the world’s leading companies in one central location,” said John Torrey, vice president and general manager of xpedx.

The ability to test-run and compare products in a working print production environment is a big plus in helping printers find the best possible fit for their businesses, Torrey added. “New



printing equipment is typically a major investment—and we want to do everything we can to help owners and managers identify solutions that spur growth, efficiency and increased profitability.”

The center’s printing technology and operations experts can show printers how to create more efficient operations and offer guidance on how investing in technology can help them enter new markets such as high-margin specialty printing, mailing/distribution and fulfillment workflows.

A 2008 study by the National Association for Printing Leadership (NAPL) Research and Education Foundation reports that 61% of printers polled seek diversification and want to enter new markets. The study lists bindery and finishing equipment, digital printing and mailing capabilities among printers’ top investment priorities.

The center showcases pre-press and workflow technologies, offset and digital printing equipment, as well as post-press/bindery equipment and technology. Equipment is from top manufacturers including Ryobi, Kodak, Epson, C.P. Bourg Inc., Morgana, Secap and others. The center features two state-of-the-art Ryobi multicolor presses—a 2-up, five-color RYOBI 525 GX with coater and a 6-up, six-color RYOBI 756 with inline UV casting and foiling.

Also featured are Kodak’s Prinergy Workflow; a Kodak Magnus 800 platesetter; an Epson GS6000 and Epson 9900 wide format inkjet printers. New cutters, folders, bindery and mailing equipment from national distribution partners Morgana, C.P. Bourg and Secap are also featured at the center. xpedx said it will add new equipment from these and other OEMs throughout the year.

### **About xpedx**

Cincinnati, Ohio-based xpedx, a business of International Paper (NYSE: IP), is one of the largest business-to-business distribution companies in North America. xpedx distributes a wide variety of printing paper, graphics, packaging and janitorial-sanitary maintenance supplies and equipment to printers, manufacturers, retailers and high-traffic facilities from more than 265 locations across the U.S., Canada and Mexico. For more information visit [xpedx.com](http://xpedx.com).

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