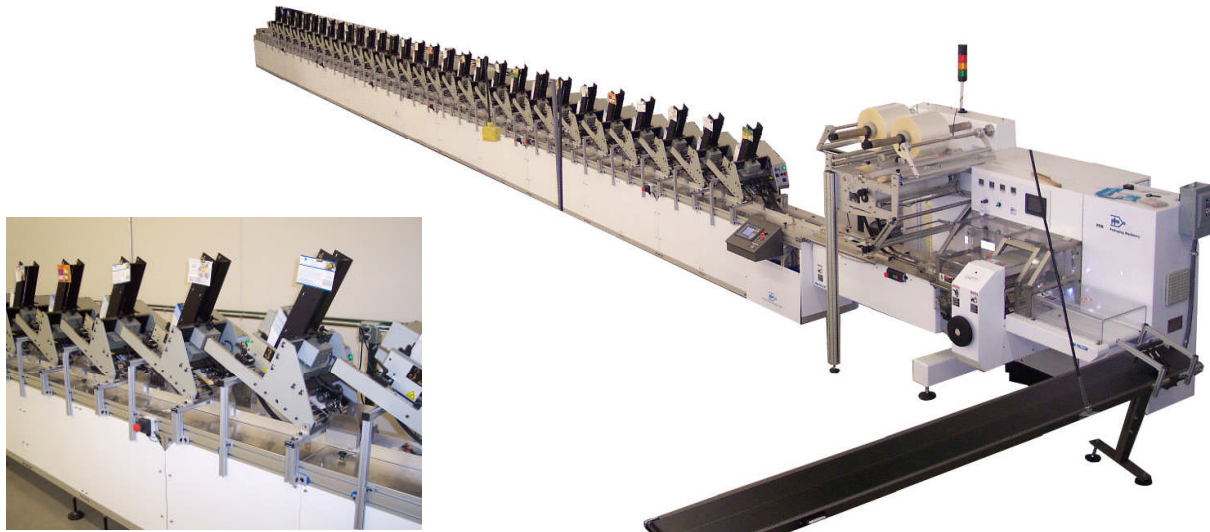


PRESS RELEASE – April 1, 2008

A “TOP TWENTY” PRINTING COMPANY UPGRADES THEIR COLLATING PROCESS FOR KITTING AND DIRECT MAIL FULFILLMENT



In August 2007, one of the **largest printing companies in the U.S.** upgraded their existing process for direct mail fulfillment with the purchase of a **Superior-PHS 32-station XC Collation/Kitting System and High-Speed Flow-wrapper**. The new high speed **SPHS XC-32 Collation / Kitting System** provides a significant performance improvement over their existing systems. It has also increased collating line and labor productivity by over 300 percent.

After investigating several automation solutions, they elected to partner with Superior-PHS based on our overall performance and value.

PERFORMANCE: The Superior-PHS solution provides the ability to collate and wrap up to 32 pieces at a rate of 160 packages per minute with **over 99.99% package quality and over 90% production efficiency**.

VALUE: The complete solution was priced \$150,000 below the next competitive comparable solution and was delivered months earlier than the other proposed systems.

The solution provided by Superior-PHS consisted of (32) Xtreme XM-1™ Friction Feeders, Remote “Pause/Resume” stations, Inline Mounting Brackets, SmartControl™ Collator Communications, Champion™ 12’ Collection Conveyor, and one high speed flow-wrapper. Superior-PHS also provided complete integration of the system including mechanical & electrical interfaces for a seamless “System Solution” for the customer.

This system proved so effective, with such a quick payback, the customer is planning to replace additional existing systems ahead of schedule.

This will increase their overall plant capacity while reducing critical floor space required for fulfillment systems in order to accommodate the growing increase in print and fulfillment sales volumes.

For more information about our products, call 763-546-9140 or visit our website at www.superior-phs.com.