



INTERQUEST and Xplor Report Successful Regional Event

Mid-Atlantic Region Exceeds Expectations for Attendance and Program Quality, Set Stage for Chicago Seminar

Charlottesville, VA (May 3, 2005) – INTERQUEST, a leading technology research and consulting firm serving the electronic printing and publishing industry and Xplor International, the worldwide electronic document systems association and, today announced the results from the recent Mid-Atlantic regional event, held on April 21-22, in Washington/Dulles, Virginia. The first Focused™ Forums seminar drew over 70 attendees who participated in a one and one-half day program lead by senior analysts from INTERQUEST, who provided a consolidated view of the one-to-one communications and color variable data printing market. Drawing from their recent market research, they provided an insightful look at those who have successfully implemented color variable data printing in the insurance, finance, and banking markets. The initial event sets the stage for the next Focused Forums seminar scheduled for May 13, 2005 at the Chicago Marriott Suites, Downers Grove, Illinois, and concluding in Xplor's Northeast region on June 2, 2005, at the Hilton Mystic in Mystic, Connecticut.

“The information presented was very useful and timely to me as we are just moving into full-color and personalization,” said Chiquita Hutchinson, IT print solutions program leader for Genworth Financial (formerly GE Financial). “The case studies and market statistics were particularly helpful as they clearly demonstrate the ROI benefits of color variable data printing.”

In addition to INTERQUEST, the program featured speakers from both vendor and end-user communities including Kate Dunn, president of DIG Creative; Thomas Neckvatal, director of graphics services of Securian Financial Group; Dan Adler, president of DA Digital; and Joe Mislinski, chief information officer of Vestcom. Together they presented award-winning, as well as new, but less publicized applications developed for clients or for their own



companies that addressed key business, marketing, and technical issues related to one-to-one communications and color variable data printing. The event was topped off by an exhibit area featuring tabletop displays where attendees could circulate, view demonstrations, and network.

“This was excellent! I particularly enjoyed the real life stories and case studies,” said Bob Beiter, director of government services, National Processing Company (NPC). “What was presented is not just applicable to the insurance and finance industries, any sector can benefit.”

Sponsored by a number of leading industry vendors, including BÖWE Bell + Howell, GMC, Kodak Versamark, Vestcom, as well as Innes Publishing, the Focused Forums seminar series delivers a combination of research results, expert presentations, and success stories providing the audience with an overview of the market, implementation, and effectiveness of personalized communication. Under a partnership between Xplor International and INTERQUEST, Focused Forums are targeted at corporate data center specialists, document services and in-plant print managers, direct mail and graphic arts companies, marketing, advertising, communications professionals, as well as print buyers and media planners. For more information, or to register, visit www.focusedforums.com or call 1-800-280-6218.

About INTERQUEST

Founded in 1989 and headquartered in Charlottesville, Virginia, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. Since publishing the Years of Color in 1990, INTERQUEST has developed numerous studies analyzing the office and color production printing markets. For more than 12 years, through its relationship with Xplor International, INTERQUEST has conducted numerous studies and developed educational tools related to transactional and corporate printing markets. Since 1997 INTERQUEST has conducted landmark studies in commercial printing markets for the Graphic Arts Marketing Information Service (GAMIS) and the Printing Industries of America (PIA) Digital Printing Council. INTERQUEST can be reached by calling (434)979-9945, or on the Web at www.inter-quest.com.



About Xplor International

Xplor International is a worldwide, not-for-profit professional association that consists of thousands of users and suppliers of the products and services that create, modify, and deliver customized information using a wide variety of document technologies. Xplor International has its worldwide headquarters in Torrance, California, with affiliated offices around the world. Further information is available at www.xplor.org.

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