



LVI INTRODUCES NEW SALES TEAM MEMBER R.J. HOAR

(Source: Press release issued by the company, unless otherwise noted.)

(January 13, 2008) Boston, MA - LVI Print Optimization is pleased to announce a key addition to the LVI sales team. R.J. Hoar begins his career with LVI today as Print Optimization Executive.

Prior to joining LVI, R.J. was Chief Operating Officer at Navtronics. R.J. also has experience in the healthcare and software industries. R.J. holds a B.A. in Business Administration from Roanoke College.

“We are thrilled to welcome R.J. to LVI,” said LVI VP of Print Optimization Sales Keith McLaughlin. “R.J. embodies our guiding principles of transparency, simplification and accountability. His straightforward approach to helping people improve their results will be pivotal in helping new clients realize their goals for optimizing their print. The LVI Open Book Relationship™ is based on producing results for our clients, and R.J. has a proven track record of delivering.”

A key part of LVI’s Print Optimization strategy is the LVI Open Book Relationship, which keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals.

The LVI Open Book Relationship is based on three guiding principles:

- Be Transparent: Share information to create optimal solutions.
- Be Simple: Standardize and automate.
- Be Accountable: Meet targets for improvement.

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