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Product Announcement

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APT Introduces a New Product – EZ\$Contests A New And Simple Revenue Source for Newspapers

Burbank, CA, December 20, 2007 - Advanced Publishing Technology announces the launch of their new online contest application, EZ\$Contests. This simple, yet powerful application allows any newspaper with a website to broaden their previously print-only contests and expand them to their online edition. “Newspaper contests have been around for years, but this is a new way to make it available to the online world along with increasing your newspaper’s online revenue stream and site traffic with little effort,” APT’s Online Project Manager, Diane Duren said.

APT’s EZ\$Contests is a stand-alone product and does not require any additional APT products or systems. APT hosts our new online contests so the newspapers don’t have to worry about any slow down of their website. APT can have a contest up and running in a matter of days. Each contest is set up individually with endless possibilities of contest ideas throughout the year.

Online contests are a simple and easy way to increase revenue, gain brand recognition and drive traffic to newspaper websites. Online contests are also a great way for any newspaper to get involved in their community. Several APT customers have successfully run a contest using our new EZ\$Contests and have also given back to the community by donating a portion of the proceeds to a good cause.

APT’s revenue-share pricing model means no upfront costs or set up fees. For more information about APT’s EZ\$Contests and to see how you can increase the revenue of your online product, send an email to contests@advpubtech.com or call 818-557-3035.

About Advanced Publishing Technology

APT is a recognized leader in providing newspaper groups integrated advertising, editorial, circulation and accounts receivable business management systems since 1991. Falcon software is currently installed in over 300 publishing companies worldwide. Find more information on APT at <http://www.advpubtech.com> or call 818-557-3035.

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