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Product Announcement

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APT Adds Fantasy to Online Product Suite – EZ\$FantasyRacing An exciting and fun way to earn revenue

Burbank, CA, January 18, 2008 - Advanced Publishing Technology adds EZ\$FantasyRacing to their latest release of online contest applications. This application is specifically designed to create a fantasy racing league in any newspaper's online edition. EZ\$FantasyRacing supports multiple cars, drivers and groups as well as tie breaker questions. "This is an exciting addition to our online suite of applications and is something that any newspaper can do to increase their bottom line," APT Online Project Manager, Diane Duren said.

This application takes online registrations from racing fans and gives them the chance to pick their fantasy drivers with a chance to win. Rules and prizes are decided by the individual newspaper and determined prior to the beginning of the contest.

APT's EZ\$FantasyRacing is a stand-alone product and does not require any additional APT products or systems. APT hosts this application so the newspapers don't have to worry about any slow down of their website. APT also handles all aspects of the race including updates, assigning points and posting the stats after each race. All information can easily be used in a newspaper's print product and saves the newspaper hours of time and resources.

APT's revenue-share pricing model means no up-front costs or set up fees. For more information about APT's EZ\$FantasyRacing online application, and to see how you can increase the revenue for your online product, send an email to contests@advpubtech.com or call 818-557-3035 ext 126.

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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