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Press Release

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The Battle Creek Enquirer and Port Huron Times consolidate into a single Falcon Editorial system

Burbank, CA, February 24, 2009 – A new trend in the newspaper industry is consolidating newspaper locations and operations. This allows jointly owned newspapers to not only save money, but also easily share their content and improve efficiency.

Before taking advantage of the benefits from consolidation, take into account all factors. Each publication has different workflows, hardware and software. When the Times Herald in Port Huron and Battle Creek Enquirer in Battle Creek, two of Gannett Co. Inc.'s Michigan newspapers first considered consolidating their production processes, they had to evaluate the differences between the newspapers and how each change would impact their business. Battle Creek was on a different Mac based editorial system. Port Huron, a long time APT customer, upgraded to InDesign and Falcon Editorial in March of 2008. A key reason for consolidating with Falcon was the reliability and performance of this latest version.

Each site worked together in concert with APT's staff to make sure that all of the logistics of the consolidation and all of the minute details were resolved. The Falcon Editorial System was a key element in the successful consolidation of the two papers. Falcon managed the two papers with ease, sharing resources between the sites while maintaining their individual identities.

APT's latest version of Falcon Editorial was designed to streamline editorial process and support multi-site implementation.

- Web browser interface for remote access, stringers etc.
- AP WebFeeds support
- The ability to automatically route stories as XML to web and other locations
- Supporting all current layout and word processor programs
- Cross platform
- Full text search capability

These and many other new features make Falcon Editorial a great choice for newspapers in today's market who are looking for a new editorial system, or those wanting to upgrade from an older version. Contact APT to find out how affordable our solution is.

To find out more about Falcon Editorial, contact Wolfi Frank, Prepress Product Manager, wfrank@advpubtech.com, 818-557-3035 ext. 111; or Mike Seller, VP Sales ext. 122.

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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