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Product Announcement

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Creating Online Classified Ads is Now Easier - with APT's Newest Version of Falcon Online Ads

Burbank, CA, June 21, 2010 - Advanced Publishing Technology's online division recently released a new version of Falcon Online Ads. Falcon Online Ads Version 3.1.5 consists of two individual products that work in concert to provide a robust, easy-to-use, real-time, online classified ad placement interface that integrates with your existing Falcon Advertising Order Entry application.

Falcon Online Ads is hosted at the APT data center, eliminating the need for additional hardware, bandwidth, or third-party hosting expenses at the newspaper. Falcon RCA Server (Remote Client Access) resides behind your firewall and is the "gateway" that securely handles communication between the Falcon Online Ads application and your Falcon Advertising production environment.

The user interface has been written with ease-of-use in mind and allows greater flexibility for both private-party and commercial customers. Version 3.1.5 is now live at many sites and the customers have been very pleased with the results. This feature-rich version is one that you will want to see in operation to understand how powerful the application is.

To find out more about this latest release of Falcon Online Ads, send an email to Diane Duren, Online Product Manager at diane.duren@advpubtech.com or call 818-557-3035 ext. 114.

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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