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Press Release

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For Release 9:46EST

November 29, 2004

Sandy Alexander & TBC Announce Digital Printing Partnership

Clifton, NJ - Sandy Alexander, the largest independently owned high-end commercial printing company in the country, announced that it has acquired 50% of TBC, one of the industry's leading digital printing companies. According to Roy Grossman, President & CEO of Sandy Alexander, "The digital print segment, especially variable data imaging, represents one of the strongest areas for growth in our industry. TBC has been a valuable resource for Sandy over the past several years, and the opportunity to create this partnership will enable us to provide our clients with additional capabilities to help meet their communication goals." Bob Logan, President of TBC, adds, "We have made tremendous progress in developing the variable data imaging market with our digital technology, and the opportunity to have the resources of Sandy Alexander will allow TBC to grow to a much higher level."

Sandy Alexander has had significant experience in variable imaging at MGA, its St. Petersburg, FL in-line facility. Grossman continues, "The direct mail segment of the market has been an important part of our business for many years now. Our expertise with high speed in-line ink jet imaging on our web presses at MGA has given us a very solid understanding of how personalization greatly increases the effectiveness of our clients' campaigns. Through our partnership with TBC, we will now be able to provide the short run digital one-to-one marketing solutions that will allow us to be a more valuable resource for our customer base.

"This partnership demonstrates the continuing transition to the New Business of Printing as traditional commercial printers like Sandy Alexander embrace the value of digital to complement their offset printing business," said Quincy Allen, president, Production Systems Group, Xerox Corporation. "TBC, who has received two imaging awards from Xerox for their digital excellence and innovation, is a printer who understands the power of digital printing and how it can increase volume, revenue and communication effectiveness for their customers."