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Product Announcement

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APT Announces a Major Upgrade for Falcon Editorial Taking Care of Your Most Valuable Content

Burbank, CA, March 20, 2008 - Advanced Publishing Technology announces the release of their latest upgrade to Falcon Editorial. Falcon Editorial 4.1 has made some awesome improvements to its already solid content management system. The software upgrade includes new features such as enhanced re-purposing of content for publishing to the web and print, powerful routing features of stories to different destinations such as syndication, internet and archive. “APT Customers have driven the upgrade to this latest version by giving input and requesting the features that they want. We listened and this upgrade is the result.” APT’s Prepress Manager, Wolfi Frank said.

The latest upgrade brings both stability and a highly improved user interface. It automates the workflow of stories through the newsroom, saving time and increasing your newsroom’s productivity. Falcon Editorial integrates with Adobe InDesign and InCopy CS3, Quark 7, and MS Word. Supporting both PC and Mac platforms, any newspapers can use this application. APT’s browser interface provides your remote employees and community members remote access to the system to access existing stories and upload news ones.

This impressive upgrade has caught the attention of several APT customers that have used the application in production. Matt DeBord, Director of IT at the Rome News-Tribune said, “This upgrade was very smooth and we have been very impressed with all of the enhancements and improvements. We are delighted with the product!”

To schedule a demo or receive additional information on APT’s Falcon Editorial 4.1, send an email to info@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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