

NEWS RELEASE
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Altoona Regional Health System Contracts with e-LYNXX Corporation to Reduce Print Costs

CHAMBERSBURG, PA -- e-LYNXX Corporation, the leading print management and procurement licensing firm in North America, has been awarded a contract by Altoona Regional Health System to enhance its print procurement process. The contract will be managed by e-LYNXX's American Print Management division.

"While we have done a good job of managing our print expenses, what e-LYNXX offers will help us reduce further what we spend on the printing of administrative and operational materials without compromising our standards for high quality and on-time delivery," said Gary Zuckerman, vice president of supply chain for Altoona Regional Health System. "One printed item by itself may not be a significant expense, but when you look at all the items that we print system wide, it adds up. e-LYNXX will work with us to centralize our printing needs and establish a competitive pricing model for print suppliers that will bring down our costs."

e-LYNXX specializes in working with organizations to help them improve how they buy creative services, direct mail, marketing materials, commercial print, labels, customized packaging materials, CD ROM and all other items where information is placed on a substrate. In addition to reducing procured print costs by no less than 25%, e-LYNXX brings process control, full transparency and unlimited reporting to the print buying activities of its clients.

"We are delighted to welcome Altoona Regional Health System as a new client and look forward to a lasting partnership that will drive sustainable cost reduction while enhancing print procurement and management", said Michael Jackson, chief operating officer of e-LYNXX and head of American Print Management. "By working with e-LYNXX, Altoona Regional Health System will gain full visibility into its enterprise-wide print spend, streamline the procurement process, optimize its supplier base and achieve significant cost reduction. We work as an extension of each of our client's procurement activities - never as a broker, never as a print supplier, and never standing between our buyer clients and their printers."

e-LYNXX business success is built around its offering of (1) a patented competitive method; (2) 10 best business practices; (3) a workflow and communication system for the facilitation of the patented method and best business practices; and (4) experts in print.

About Altoona Regional Health System

Altoona Regional (www.altoonaregional.org) is a nonprofit community health care provider based in Altoona, Pennsylvania. Two acute-care hospitals anchor the 497-bed system, which includes more than 20 affiliated health care companies. Altoona Regional offers centers of excellence in cancer care, heart care, neurosciences, behavioral health, vascular and wound care and much more. Its Regional Trauma Center serves more than 20 counties in Central Pennsylvania. The mission of Altoona Regional Health System is for exceptional people to provide exceptional health care.

About e-LYNXX Corporation

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. ● American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. ● Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. ● Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. www.e-LYNXX.com – 888-876-5432