

NEWS RELEASE
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Pauline Gindlesperger Celebrates 74 Years in Print Industry

CHAMBERSBURG, PA – Pauline Gindlesperger began her career at age 17 during the Great Depression. The print industry had embraced large rotary presses that could print millions of copies a day and was beginning to use jobbing presses – more agile, less cumbersome to set-up, letter presses capable of printing small-format pieces such as letterheads, business cards and envelopes. Offset printing had not been invented and linotypes and hand-set type were called modern. That was in 1934.

Mrs. Gindlesperger had joined a private business called U.S. Paper Mills, a paper towel manufacturing company in Chambersburg and one of the first paper recyclers in the United States. She had graduated from Chambersburg High School, which – at the time – was unique since few were finishing high school before entering the workforce.

"Life was not so easy back then," she recalls. "My dad was a railroad engineer, my mother took in laundry and mending, and we were like everyone else during the Depression... just trying to make ends meet. I was determined to finish high school, and I guess I was a bit ahead of my time as I sought a professional position in what was typically a man's world."

"Then," she says, "after high school I worked long and hard so I could help take care of my parents as well as attend a local business school from which I was fortunate to graduate."

At the paper mill, Mrs. Gindlesperger rose from clerical positions to become office manager then business manager. She also became business manager of the company's extensive real estate holdings in Washington, D.C. Interested in increasing her investment portfolio, Mrs. Gindlesperger recalls that "during World War II, an opportunity arose to buy a local print company that specialized in job work, book binding and the ruling of ledger sheets. I bought the company without knowing the first thing about printing. But business is business, and I thought that printing would make a good investment. As soon as my money was in, I had to make some hard management decisions. Once implemented, I was able to add some additional printing from Washington as well as some label printing from the paper mill. It worked out as one of my best investments. I recall having a 100% ROI the first year."

In 1968, Mrs. Gindlesperger sold the print company. In 1985, she retired from the paper mill and by 1990 was retired from the Washington real estate business as well. Beginning in 1975, Mrs. Gindlesperger began working with ABC Advisors, now e-LYNXX Corporation. She applied her business experience and became an integral part in the growth of the business.

"Never in my dreams would I have imagined that we could do what we can do today," she said. "After World War II, for instance, we thought mimeograph machines were phenomenal. They were replaced by the first photocopiers in the 1960's and look where we are today with computers, digital printing and wireless communications. It really is remarkable what I can do just sitting at my computer. It's wonderful."



Her son, William Gindlesperger, founder and chairman of e-LYNXX Corporation, said his mother, now 90, comes to the office every day and loves the computer, e-mail and the Internet.

"She is truly amazing and continues to make a meaningful contribution as a corporate officer of e-LYNXX Corporation and an important member of our team," her son noted with pride. "She was supportive as I formed e-LYNXX as ABC Advisors, and her advice has been invaluable as we have grown to become the leading print management company in North America."

Mr. Gindlesperger said his mother was a key advisor as the company evolved from working with printers to help them win work from the U. S. Government Printing Office, to the significant services now offered by its Government Print Management, American Print Management and patent licensing divisions.

In 1998, Mrs. Gindlesperger assisted when the company filed for two business method patents to improve how specification-defined goods and services could be bought. The first patent was awarded in 2002, and American Print Management was formed as an e-LYNXX division to work with print buyers to reduce their hard-dollar costs for direct mail, marketing materials, commercial print, labels and product packaging. Cost reductions for American Print Management clients are in the 40 percent range.

The second of the two patents (U. S. Patent No. 7,451,106 - known as The Gindlesperger Method) was awarded to e-LYNXX in November 2008, and e-LYNXX is identifying organizations and third party procurement system providers as potential licensees.

"I am really proud of my son and our company," Mrs. Gindlesperger said. "We are helping a lot of clients increase their profitability."

Born in 1917 when Woodrow Wilson was president of the United States and World War I was raging, Mrs. Gindlesperger celebrates her 91st birthday on December 30, 2008. She has five grandchildren, a foster grandchild and two great grandchildren. She lives with William and Maxine Gindlesperger in Chambersburg.

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

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