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NEWS RELEASE

June 25, 2009

Larry Somers Named Print Specialist at e-LYNXX Corporation

CHAMBERSBURG, PA – Larry Somers of East Berlin, Pennsylvania, has been named print specialist at e-LYNXX Corporation where he supports clients of the firm's American Print Management and Government Print Management divisions. American Print Management works with print buyers to reduce their hard-dollar costs of direct mail, marketing materials, commercial print, labels and product packaging. Government Print Management helps print suppliers gain U. S. Government Printing Office (GPO) work.,

"Larry is a seasoned print industry veteran, and his experience as an estimator, a planner and a print production manager will complement our current staff of experts who provide guidance, training and ongoing assistance to clients nationwide," said Maxine Gindlesperger, chief administrative officer of e-LYNXX. "Our goal is to help print buyers reduce their print costs by 30% to 40% by matching them with their own prequalified print suppliers that offer attractive pricing without compromising quality or delivery requirements. Our goal for print suppliers is to increase their own bottom line profitability by 10% to 15% of revenue by adopting contribution pricing as a successful strategy."



Somers joined e-LYNXX after having held a similar position at YGS Group in York, Pennsylvania as a print specialist, estimator, and planner. Prior to that, he held positions as production manager for Triangle Printing Company in York and as general manager of Waveline Direct in Mechanicsburg, Pennsylvania.

He has completed advanced print courses at the Rochester Institute of Technology and management studies through Penn State University.

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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