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NEWS RELEASE
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Colleges and Universities Nationwide to Benefit from New Print Procurement Methodology
*E&I Cooperative Purchasing and e-LYNXX Corporation
announce competitively awarded national contract*

CHAMBERSBURG, PA – e-LYNXX Corporation, the leading print management and procurement licensing firm in North America, has been awarded a national agreement by Educational & Institutional Cooperative Purchasing (E&I), the largest higher education purchasing consortium in North America. With more than 1,600 members, E&I provides college and university decision makers access to agreements with leading business partners to obtain strong value when procuring products and services.

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.

"Reducing measurable, hard-dollar procured print costs makes a significant and sustainable difference at a time when higher education institutions across the country are facing increased financial challenges," said William Gindlesperger, CEO of e-LYNXX. "Procured print is decentralized and rarely appreciated for its impact on the bottom line. Yet, print, when defined as information on a substrate, typically accounts for 3% or more of an organization's gross revenues, depending on the size of the institution. When savings of 25% to 40% and more are achieved, the results substantially impact the bottom line, producing savings that are better used for something other than excessive print expenditures. Cost reductions at this level offer college and university administrations more flexibility in how they budget."

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 the best business practices; and (4) experts in print. e-LYNXX works as an extension of each of its client's procurement activities - never as a broker, never as a print supplier, and never standing between its buyer clients and their printers, Gindlesperger said.

"Procured print represents a tremendous opportunity for savings within many educational institutions, particularly when there is commitment to a new process at the highest levels of the institution," said Tom Fitzgerald, CEO of E&I Cooperative Purchasing. "We are confident this competitively awarded agreement will provide our members with meaningful value in terms of printing cost reductions and efficiencies."

E&I and e-LYNXX are available to work with colleges and universities nationwide. Higher education officials with fiduciary responsibility who are interested in discovering more about how to reduce procured print costs should call 888-876-5432 or send an e-mail to apminfo@e-lynxx.com.

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About E&I

Established in 1934 by members of The National Association of Educational Procurement (NAEP), Educational & Institutional Cooperative Purchasing (E&I) is a buying cooperative that serves colleges and universities. As the premier group purchasing organization for higher education, E&I uses the combined purchasing power of more than 1,600 member institutions to lower costs on a wide range of products and services. The organization provides members with access to a diverse portfolio of high quality national and regional contracts from best-in-class suppliers. E&I's member-driven competitive solicitation process has been validated by the National Institute of Governmental Purchasing (NIGP). For more information, please go to: www.eandi.org.

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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