



THE HERALD SEIZES NEW MARKET OPPORTUNITIES WITH MGI MULTI-SUBSTRATE DIGITAL PRESS

MELBOURNE, Fla. (March 7, 2011) – MGI Digital Graphic Technology, the manufacturer of digital printing and finishing solutions, announced that The Herald, Inc. has installed a Meteor DP60 Pro® multi-substrate digital press.

Established in 1881, The Herald has been in continuous operation as north central Ohio's premier full service commercial printing and marketing company. The Herald has focused on providing its customers with a combination of old world print craftsmanship along with the latest digital equipment and marketing products on a local, state and nationwide business. Their customer base is as diverse as the wide range of products and services The Herald offers them. With applications such as retail labels for a local delicatessen, media guides for NFL teams in California, award-winning luxury real estate magazine for the Hamptons, digitally produced packaging for light bulbs for an international corporation, and hardbound copies of the 1599 Geneva Bible just to name a few, there is very little The Herald cannot produce in-house. A key component however that is never outsourced is the personal service provided to all our valued customers, regardless of the size of their order or the size of their company.

When the time came to replace their existing digital equipment, The Herald went through an extensive demo process on six different digital color presses. This process was not taken lightly: rigorous analysis was made of each press' features, purchase price, print quality, operational costs, substrate catalogue, sheet size range, maintenance requirements, service availability and overall press construction. After completing their analysis, The Herald chose MGI's Meteor DP60 Pro from Graphco.

"In the end, the decision was not that difficult," stated Dave Stump, CEO at The Herald. "The Meteor DP60 Pro really stood apart from the other digital presses that we evaluated, especially in terms of sheet size and substrate versatility. We also loved the Meteor DP60 Pro's offset press-like feeding and registration system, the fact that we could do a lot of basic PM tasks ourselves, and the overall operational costs were very manageable."

The Meteor DP60 Pro has opened up a host of new marketing and print opportunities for The Herald, with projects ranging from PURLs and QR codes, to variable-data direct mail campaigns to short runs of retail packaging, to 13" x 47" static cling window signage along with other traditional commercial print jobs. The Herald is also venturing into the high-margin gift card market, taking advantage of the Meteor DP60 Pro's plastic print capabilities.

"We're very pleased with our choice," said Stump. "The quality of the equipment is exceeded only by the quality of the service and the hands-on printing knowledge we get from Graphco and MGI."

"Adding one of Ohio's most respected and well established printing firms to our growing list of MGI Meteor DP60 Pro clients is a real feather in our cap," states Chris Manley, President of Graphco.

"Working with Dave's people has been a real pleasure for all of our technical staff," added John Arnold, Graphco's Technical Service Manager.

The flagship in MGI's digital line and with hundreds of installations worldwide, the Meteor DP60 Pro received consecutive Must See 'em recognition at GRAPH EXPO 2008 and PRINT 09. Key features include true multi-substrate versatility (widest range of paper, plastics & envelopes), sheet sizes up to 13 x 40" in production as a

standard feature (up to 13 x 47" via manual bypass), laser-safe prints, offset comparable color output (Fogra certified), plus no click charge and an economical total cost of operation.

About MGI Digital Graphic Technology

Founded in 1982, MGI Digital Graphic Technology designs, manufactures and markets a full and innovative range of award-winning multi-substrate (paper and plastic) 4-color digital presses, as well as a complete line of versatile finishing solutions.

A key player in the global market, MGI has a portfolio comprised of several thousand customers in a wide range of sectors, including graphic industry professionals, Fortune 1000 companies, government agencies, plastic card manufacturers, silk screeners and photo labs.

MGI is a leader in the professional graphic equipment market and is registered on the Euronext Paris Alternext stock exchange (ALMDG). They received the prestigious OSEO "Innovative Company" & "OSEO Excellence" labels respectively in 2009 & 2010 in recognition of their expertise and innovation in the graphics & finishing industry. In addition, MGI has won nine international product awards from 2008-2010 related to technological innovation.

MGI USA, based in Melbourne, Florida, is MGI's fully owned subsidiary that services the North and South American, Caribbean and Asia/Pacific markets.

For more information, please visit <http://www.mgi-fr.com> / www.mgiusa.com

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