



Press Release

*Hundreds of Workflows and Ways to Proof.
One Powerful Technology to Handle Them All.
Remote Director*

Coralis Is New Distributor of ICS Remote Director in Brazil, Argentina and Mexico

New York, NY and Sao Paulo, Brazil - March 4, 2008 - Integrated Color Solutions (ICS), developers of the leading monitor proofing solution, Remote Director, today announced the appointment of Coralis of Sao Paulo, Brazil as its authorized distributor for Remote Director in Brazil, Argentina and Mexico. Coralis is formally launching its marketing, consulting and training program for Remote Director in Brazil this week.

"Our experience in the color field keeps us on top of the latest trends and we believe that monitor proofing is "the next step" for many of our customers in the graphic arts," says Ricardo Gargalaca, founding partner and sales director for Coralis. "Our customers don't have time to waste. Digital proofing is what they're looking for to deliver proofs instantaneously, anywhere in the world.



"After researching the market, we determined that there is good reason why Integrated Color Solutions is the leader in monitor proofing. We have customers that are already interested in, or using monitor proofing, albeit in a home-grown manner. Now they're ready to move up to Remote Director as a solution that can really enhance their proofing workflow."

"We are delighted to have Coralis representing us in Brazil," says Jeffrey Silverman, president and CEO of ICS. "Coralis' investment in consulting and training services is particularly impressive. Their focus on building knowledge as a part of the sales process and reinforcing this with after sales support has made them successful in their marketplace."

Coralis has been growing at a rapid pace; achieving a 70% increase last year. To this end, the company employs a unique strategy specific to its marketplace in Brazil and other Latin American countries where literacy rates can be lower than in other parts of the world. Gargalaca points out that the company often begins with consulting and training services, and "we start by selling these first, so that customers have a stronger basis for understanding the changes that digital color production will bring about in their operations. "

Concludes Gargalaca, "We are very proud to be selling Remote Director. It's a great product and the people at ICS have a mindset that is very close to ours, especially when it comes to training and customer support. Working with ICS, we expect to see great success in the market."

About Coralís

Based in São Paulo, Brazil, with offices throughout the country and field sales representatives in Argentina and Mexico, Coralís specializes in marketing, consulting and training for color measurement and color management products including X-Rite, LaCie and now ICS Remote Director. The company was created in April 2006 by Cor&Aparência, the former X-Rite dealer in Brazil, to be the national leader in color management solutions. The company offers products, services and training in areas including prepress and printing, photography, automotive, paint, plastics, textiles, design, packaging and ink.

In October 2007, Coralís created the Centro de Tecnologia Coralís (Coralís Technology Center) as a place where professionals can learn more about color and have access to literature, software, printers, light boxes and instruments like spectrophotometers. At the Center Coralís customers can learn color theory and have hands-on experience in measuring color, evaluating the data and performing the operations their jobs demand. Professionals from around Brazil and other Latin American countries participate in the wide variety of training programs the company offers at the Center. To further build its customers' knowledge base, Coralís distributes a monthly newsletter containing articles about color management, lighting conditions, color tolerances and other important aspects that professionals need to consider.

About Remote Director

There are hundreds of workflows and ways to proof, and one powerful technology that handles them all: ICS Remote Director. This SWOP-Certified soft proofing solution reduces creative review cycles to hours. Remote Director's powerful collaboration tools integrate into virtually any workflow. ICS Remote Director is the solution of choice of printers, publishers, advertising and design agencies as well as pre-media studios and trade shops worldwide.

About Integrated Color Solutions

Established in 2000, Integrated Color Solutions (ICS) pioneered accurate monitor proofing technology and today is the only provider to offer the full range of proofing capabilities - from the simplest to the highest end, color-accurate applications - in real time, on any mix of computing platforms and workflows, at any location in the world.

The company's flagship product, Remote Director, streamlines relationships between clients, agencies, photographers, prepress professionals, publishers and printers. ICS clients worldwide have been able to increase their margins and efficiencies by significantly reducing time to market, shortening critical supply chains, and enabling production of higher quality products, all while saving money and time.

Digital imaging and color science excellence are the hallmarks of ICS' research and development team, responsible for several existing and pending ICS patents. The resulting technologies combine superior imaging with flexibility, practicality, and easy integration with the many hundreds of workflows in existence - making ICS the first choice of users and vendors alike.

Integrated Color Solutions (ICS) is a privately held company with offices in New York City and Carlsbad, CA. In addition to selling directly via a worldwide distribution network, several OEM and integration partners have incorporated the same core ICS monitor proofing technology found in Remote Director in their own various workflow components and systems.

For more information visit the ICS website at: www.icscolor.com

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