



Alwan Color Expertise Signs Distribution Agreement with the Color Management Group (CMG)

Lyon, January 28, 2008 - Alwan Color Expertise, a world leader in standardization and color management software, announces it has signed a distribution agreement with the Color Management Group (CMG). Under the terms of the agreement, effective as of December 20, 2007, the Color Management Group is responsible for selling and servicing the Alwan Product range in North America.

"Clearly, Alwan is fast-tracking processes that are not only time killers, but very frustrating for printers and clients," says Lida Jalali Marschke, a founder of CMG. "We've done an in-depth examination, and as a result we at the CMG believe Alwan's offerings will be a pivotal and critical component for so many organizations that need simpler, yet high-quality color management in the print workflow. We are happy to add this product line to our portfolio."

Elie Khoury, president of Alwan Color Expertise, is extremely pleased to welcome the Color Management Group as an Alwan partner. He says, "The Color Management Group has been highly successful in being at the forefront of technology, and continually keeps abreast of the rapid developments of the technological age. The company maintains a competitive edge and provides maximum benefits for customers by offering customized service and a diversity of expertise as part of a total solutions package. They have the necessary in-house expertise and skills in color management solutions to support and sell Alwan's product range in these key markets."

About the Color Management Group

The Color Management Group, founded in 2003, is a growing worldwide “think tank” consortium of premier independent consultant based resellers and their Silicon Valley Distributors who share technical information and work together to conduct marketing activities. Members provide pre-sales assistance, product sales, integration, training, and technical support of color management solutions and G7 related technologies. The groups’ alliance companies bring copious years of experience supporting clients across continents and industries while maintaining direct relationships with leading vendors. CMG members hold myriad technical certifications and host a broad array of educational WebEx sessions, seminars and events that provide knowledge and insights into the newest techniques and technologies on an ongoing basis - thus providing a technical beacon and watchdog to our industry. For more information contact lida@colormanagement.com or go to www.colormanagement.com.

About Alwan CMYK Optimizer version 3

Alwan CMYK Optimizer enables design and prepress companies to quickly and accurately produce documents for problem-free printing. Printers gain the ability to control and improve the printability of jobs by optimizing separations according to the process, press and paper used. Files standardized using CMYK Optimizer generate accurate proofs that are easy to reproduce on press while facilitating optimal printability.

Alwan CMYK Optimizer v3’s new press calibration option enables prepress operators to use the TVI (Tonal Value Increase) calibration method, NPDC (Neutral Print Density Curve) calibration method, or ICC based method to calibrate presses according to ISO 12647-2/3 and GRACoL specifications. This insures that output files are optimized to standardized printing presses, resulting in improved quality and shorter makeready time. Version 3 also includes new image enhancement technology, integration and full support of the latest Adobe PDF Library (v 8.0), improved color rendering and dot gain management for Pantone colors, support of the latest Ghent PDF Workgroup specifications, support of the latest ICC v4 specifications/ requirements, new HTML interface, and improved processing speed.

About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by president Elie Khoury. His vision - to demonstrate how standardizing and controlling color throughout every stage of

production - has resulted in the company becoming a world leader in standardization and color management implementation. Today, Alwan provides software to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. Alwan Color Expertise offers a choice of four full-featured software solutions within the Alwan CMYK Optimizer product family. Each delivers specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line. The different versions of Alwan CMYK Optimizer can seamlessly communicate with each other via a Settings file that is integrated within the software. Photographers, publishers and printers can work using the same standards, in complete security.

Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading pre-press manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Dalim, Gradual, PerfectProof and most recently, Chromix and Bodoni Software. Visit www.alwancolor.com for info.

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