



FOR IMMEDIATE RELEASE

PRESS RELEASE

BURLINGTON, MA – September 7, 2007 – Sefas Innovation a leading publisher of document composition and production management software announced today the release of Open Print Producer version 1.1®. Producer is an industry leading workflow and production management system used by many of the world’s largest print and mail operations as the foundation of their Automated Document Factory (ADF).

This new version release includes three notable product enhancements: reprint grouping, workflow plug-ins, and processing workload balancing. The grouping of reprints allows customers to group together all the reprints from different compatible jobs, further simplifying and automating the reprint process. The workflow plug-in allows customers to include non-standard devices in their workflow, extending their centralized control over the entire print and mail process. The workflow-balancing feature allows Producer to manage the processing production volume across multiple servers, achieving the highest level of performance. Sefas’ Chief Operating Officer, Bruno Henry stated, “Producer’s new workload-balancing feature will enable customers to optimize their production throughput in both a proactive and real time manner. This will allow operations to achieve dramatic improvements in service level commitments without the need for costly third party clustering software.”

About Sefas Innovation

Sefas Innovation is a leading provider in enterprise document production technology. Our Open Print Software Suite® offers an end to end solution that provides document composition, interactive document production, print stream enhancement and optimization and production management. Some of the largest financial institutions and Fortune 500 organizations rely on our innovative technology to produce their high volume, mission critical print and electronic communications.

For additional information on Sefas, please visit: www.sefas.com.

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