



PRESS RELEASE

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Graphics One Launches 1st International E-Commerce Website Offering Professional Graphic Arts Products with In-Country Support [www.graphicsone.com]

Burbank, CA—January 2000 — Graphics One (GO), LLC, has launched the first international e-commerce website for professional graphic artists which includes the option for in-country technical support. GO is based in Burbank, California and works with over 200 in-country distribution partners in Asia, Latin America, Middle East and Europe. Graphics One has instituted a program for in-country resellers to participate in the GO Authorization Plan, giving flexibility to partners.

Graphics One, formally the international graphic arts, prepress and catalog division of Budde International Inc. (BII), completed its spin-off in January 2000 to provide a more focused entity for the graphic arts market.

“We took a natural step when many of our international catalog customers wanted the ease of purchasing professional graphic arts products via the internet with local support,” say Dan Barefoot, CEO of GO. He adds, “with our established network of over 200 authorized distribution partners who provide local installation and support to customers in-country, we have sold support intensive products such as, imagesetters, large format solutions, color calibration instruments and software. Although our initial emphasis has been international, we expect to offer this capability in the United States in several months since our research shows that over 85% of professional graphic arts users in the U.S. are online daily.”

Focusing on mid-range graphic arts, large formatting imaging, prepress and color management software and hardware products, Graphics One offers competitive pricing and extensive product knowledge to its customers.

Graphics One, LLC, established in September 1999, is headquartered in Burbank, California. GO is a leading international distributor and e-commerce website for professional computer products, such as the cPix 2400, a mid-range scanner, GO Consumables: for large and small format printers, Wasatch SoftRIP: large format software RIP, color management hardware and software, along with Mutoh's Falcon Piezo wide format printers.

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