



PRESS RELEASE

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APEX COVANTAGE AND IMPRESSIONS ADVANCE THE ART OF PUBLISHING

TrueXMLSM Makes Electronic Publishing Effortless For Print Publishers

HERNDON, VA–June 3, 2004 Apex CoVantage and Impressions Book and Journal Services today announced the launch of TrueXMLSM the first, “truly end-to-end” XML-based production solution for the publishing industry. TrueXML makes electronic publishing effortless for journal, book, reference, directory and other print publishers. It also allows electronic publishers to substantially increase the quality and timeliness of their products. Concurrent with the launch of TrueXML, Apex CoVantage announced that it has purchased an ownership interest in Impressions.

A major advance in the art of publishing, TrueXML:

- Unifies the production process for print and electronic publishing
- Balances the cognitive power of the human mind with the processing power of the computer
- Provides a versatile and reliable editing environment for revision cycles
- Enables onshore and offshore production collaboration
- Adapts to existing workflows and infrastructures
- Accelerates time-to-market
- Improves product quality and timeliness
- Significantly reduces publishing costs

“For years, Impressions has developed innovative XML-based workflows to enhance our editorial and page composition services,” commented Bill Kasdorf, President of Impressions.

“But when we realized the potential scope and power of a truly end-to-end, XML-based publishing solution, we went looking for a partner with deep process engineering expertise and significant financial muscle. Our search ended close to home, having had an excellent business relationship with Apex CoVantage for several years.”

“Apex CoVantage and Impressions are similar companies with complementary capabilities and a history of working well together,” remarked Joel Poznansky, President of ePublishing Services at Apex CoVantage. “Both companies are committed to technical innovation and have long-standing reputations for service excellence. TrueXML was an opportunity for us to pool our talents and resources in order to bring a breakthrough publishing solution to our respective customers.”

“The emergence of electronic publishing was a mixed blessing for print publishers,” observed Shashikant Gupta, President of Apex CoVantage. “It came with the promise of more customers and higher revenue, but also technical challenges and higher costs. Print publishers need a single fast, reliable and low-cost production process for both electronic and print products. TrueXML is that solution.”

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About Apex CoVantage

Apex CoVantage is a U.S.-owned and managed provider of Business Process Outsourcing services. The company opened its first BPO service center in India in 1988 and subsequently pioneered the market for offshore BPO services. Today, Apex CoVantage provides a full suite of Customer Care, ePublishing, Engineering and Business solutions from a global network of BPO service centers. The company’s clients include many of the largest, fastest growing and most admired companies in the United States, Europe and Australasia, and in every industry and every service area, these clients are realizing break-through business results in partnership with Apex CoVantage. In 2003, Apex CoVantage concluded its sixteenth year of consistent growth and profitability—an achievement the company attributes to its extensive offshore outsourcing experience, superior workforce management practices, proprietary production management systems, excellence-based company culture, and the creative solutions that it provides to all its clients regardless of their size or outsourcing experience. www.apexcovantage.com

About Impressions Book and Journal Services

Impressions Book and Journal Services is a composition and publishing services firm that designs, edits, and produces books and journals in print and electronic forms. Impressions has earned a national reputation for the effective and practical application of technology for scholarly, reference, journal, textbook, and STM publishers of all sizes. Known for high quality and responsive, flexible service, Impressions combines decades of experience in editing, typography, and production with state-of-the-art technological sophistication. A pioneer in the integration of XML at all phases of the workflow, Impressions has developed a robust yet flexible infrastructure that takes advantage of the latest technologies without sacrificing the critical participation of human intelligence. This XML-based infrastructure adapts to the needs of individual publishers, enabling them to produce their print pages more efficiently and economically while building a rich foundation for electronic publication. www.impressions.com.