



LVI PRINT OPTIMIZATION ACQUIRED BY DS GRAPHICS BUSINESS AS USUAL FOR LVI CLIENTS

August 25, 2009

Lowell, MA – Today DS Graphics (www.dsgraphics.com) and LVI Print Optimization (www.lvipo.com), formerly known as LaVigne Inc. entered into a definitive asset purchase agreement.

ABOUT DS GRAPHICS

Lowell-based DS Graphics is a premier global provider of unique solutions tailored to client-driven objectives such as reduced time to market, world class quality and revenue realization. DSG provides 'best in class' service in print, mailing, fulfillment, creative services and online tools. They have established long-term partnerships with key leaders within the publishing, software, advertising, medical, higher education and non-profit industries. Their international trading partners provide access to additional manufacturing operations on a worldwide basis. DSG is ISO 9000 registered, G7 certified and an FSC Chain of Custody company certified by SmartWood.

ABOUT LVI

After decades of providing high quality commercial print to its clients, LVI developed the "Print Optimization" solution. This innovative approach involves reviewing a client's overall print spend line by line, and working with them to reduce overhead costs through use of simplified e-commerce integration. This process is employed in conjunction with the Open Book Relationship™ methodology. LVI has been known in the industry for years as a leader in the digital print, web to print and print optimization space. The company was founded in Worcester in 1898.

The deal is expected to close later this week. Business will continue as usual for LVI's clients at their Worcester, MA facility. Future plans for the combined entity are in development.

"The combination of talent and knowledge will allow our clients to benefit from the highest quality of technology and service the industry has to offer today", says Jeff Pallis, President of DS Graphics.

LVI CEO Christopher Wells states, "We are enthusiastic about joining DS Graphics and are looking forward to offering our clients the extensive resources DSG brings to the table. We have been impressed with DSG's professionalism, innovation, culture, and process-driven orientation throughout the diligence process. Our clients will benefit from the additional services DSG offers while maintaining the relationships and technology LVI has provided over the years."

Mr. Wells will remain as part of the DSG executive team and will lead the integration of the client relationships along with LVI's sales and services team.

LVI was represented by John Ippolito of Axia Partners in Burlington, MA.

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