



TOBY LAVIGNE TO LEAD PANEL DISCUSSION TUESDAY AT ONDEMAND CONFERENCE IN PHILADELPHIA

(Source: Press release issued by the company, unless otherwise noted.)

(March 29, 2009) PHILADELPHIA - Toby LaVigne, a thought leader in the international printing industry, will lead a panel discussion titled "Where Print Is Going: New Solutions for You and Your Clients" on Tues., March 31 at the OnDemand Conference & Exposition in Philadelphia.

This cutting edge panel discussion will run 3:30 p.m. - 4:20 p.m. in 204B at the Philadelphia Convention Center and focuses on:

- Why print matters
- Where print is going and how the game has changed
- Why the bar for all media has been raised
- What the green movement means for print
- New opportunities for print

Panelists include Mr. Jack Glacken from Today's Graphics, Inc.; Ms. Susan L. Crow from W.L. Gore & Associates; and Mr. Ron Jackson from Honeywell International. For more information on the OnDemand Conference & Expo, which runs March 30 – April 2, visit <http://www.ondemandexpo.com>.

About the Moderator

Toby LaVigne is an owner of LVI Print Optimization and CEO of HubCast and he is trying to change the print industry. He is a fourth generation descendant of the LaVigne family of expert printers which has been in the printing business for more than 120 years. Mr. LaVigne knows more about printing than just about anyone in the world. He's well aware of the inefficiency, waste, headaches, and expense that are the industry norm. That's why he has become a bona fide renegade, encouraging professional printers not just to "Think Different" but also to Do Different. With HubCast, Mr. LaVigne has introduced a powerful new paradigm to the world of print production and delivery. With LVI, Mr. LaVigne has shepherded in a new business model that stresses open communication with customers. The LVI Open Book Relationship keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals. Online: <http://www.hubcast.com> and <http://www.lvipo.com>.

A key part of LVI's Print Optimization strategy is the LVI Open Book Relationship, which keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals. The LVI Open Book Relationship is based on three guiding principles:

- Be Transparent: Share information to create optimal solutions.
- Be Simple: Standardize and automate.
- Be Accountable: Meet targets for improvement.

PRESS CONTACT:

Christopher D. Wells, LVI CEO
508-799-4467 info@lvipo.com