

PDI receives prestigious Alpha Award from the Chamber of Commerce and Industry of Saint-Laurent.



■ **MONTREAL, May 16th, 2008** – At the Alpha 2008 Gala ceremony held on May 15, 2008, PDI was honoured to accept the Alpha Award for the company of the year in the Manufacturing/ Printing & Publishing division.

The competing companies were judged on the basis of their sales growth, innovative offerings, investments, employee training and environmental responsibility over the last 12 months.

PDI rose to the top as a clear winner on several fronts. The merger of Phipps Dickson and Integra (PDI) in 2007 resulted in tremendous revenue to a total of \$42 million in sales, despite being in a mature market undergoing many challenges and upheavals. The merger also created an opportunity to strengthen core services, realign expenses and diversify the service offering, thereby increasing both sales and profit margins.

In 2007 PDI also forged a strategic alliance with Nikobia Graphic Services in their acquisition of Harling Marketing. This acquisition expanded PDI's offering to meet all the post-print marketing needs of their clientele, namely the mailings, database management, inventory control and distribution services. PDI's one-stop-shop offering has proven to be one of the key elements in their success.

PDI's investment of more than \$1,200,000 over the past year resulted in many enhancements in software and workflow, and included the first installation in Quebec of the Kodak NexPress Plus 5 C with NexGlosser. The NexPress and NexGlosser provide innovative finishes for digital impressions and create a unique position for PDI in the digital market. The 2007 investments also included a recycling system for blanket wash as a constant effort to minimize PDI's environmental footprint.

The Alpha award reconfirmed PDI's excellence which was similarly recognized by the Canadian business community in February 2008, as PDI was named one of Canada's 50 Best Managed Companies.

Upon accepting the Alpha Award, Louise Kralka, VP Sales, stated: "The print industry is facing some of the most challenging times in its history. In this unforgiving environment it is important not to be afraid of change, but rather, to be afraid of not changing. We can't thank our employees enough for supporting management and rising to the challenge of adapting to all the changes we have implemented in the last twelve months.

Jamie Barbieri, President, also added: "Maintaining flexibility, quickly anticipating market needs and never losing sight of a clearly identified goal—that is what continues to make PDI a market leader. We are very proud that the business community has once again chosen to recognize our efforts."

PDI is the largest independent sheet-fed company in Quebec providing pre-media, offset and digital print production, as well as multimedia, internet and fulfillment services to clients across Canada and in the United States.



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