

Press Release

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FOR IMMEDIATE RELEASE

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TWO LEADERS IN PUBLISHER REPRINT MARKETING PARTNER!

MICHIGAN CITY, IN AND IRVINE, CA: Foster Printing Service and Scoop ReprintSource have partnered to create a powerhouse that publishers can rely on for all of their ancillary revenue needs. Utilizing the synergy, resources, and strengths of both organizations, publishers are able to harvest profits and provide value added service to their readers and advertisers by going above and beyond the traditional approach to reprints. Gary Call from Scoop noted, "Scoop is best known for its outbound reprint marketing services, we professionally represent publishers with our knowledgeable, experienced team acting as an extension of the Publisher's staff. This partnership leverages the strongest assets of both Scoop and Foster for both of our customers." The combined companies bring a vast and continuously updated database as well as the newest technology, which helps target potential reprint customers and maximize revenue.

Gene Toepfer at Foster stated, "As we move through tough economic times, both Scoop and Foster understand that strategic alliances will be the key to helping our customers create revenue streams that boost their business and profitability. By pairing Foster's printing and distribution experience with the knowledge and sales ability that Scoop brings, we are able to provide a service that takes reprint revenue to the next level. Together, we bring a broader and more complete solution to the publishing industry."

The Scoop Reprint Source and Foster Printing Service partnership brings together two leaders in the reprint industry to provide publishers with a variety of solutions and services that fit their needs precisely and effectively in order to create an increased revenue stream with little to no cost.

About Scoop ReprintSource: Scoop ReprintSource offers a full line of reprint services, including the added benefit of exclusive relationships with numerous publications around the world. Choose from hard copy reprints, E-Prints (a Web-based reprint), or FameFrame™ mounting services. Or take full advantage of your positive press and order all three. Scoop ReprintSource offers one of the most effective and economical opportunities to build credibility and recognition with your target audience.

About Foster Printing Service: Foster Printing Service specializes in providing a complete solution for all of your quality print and digital needs. From custom print products, reprints, and ePrints, to design services to mailing services - Foster is the leader in the industry. Foster's expertise encompasses every scope of the print industry. Their qualified personnel, uniquely designed workflow and printing technology work together to provide our customers the highest quality products available.