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PRESS RELEASE

**Edison Litho of New Jersey Selects
New Durst Rho 900 Production Printer
As its First Digital UV Inkjet Platform**

FOR IMMEDIATE RELEASE

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Decision to Buy Based on Versatility, Productivity, Print Quality and Reliability

ROCHESTER, N.Y., December XX, 2011 – Edison Lithographic & Printing Corp. of North Bergen, N.J., one of the nation’s leading wide-format offset lithographers, recently has acquired a new Durst Rho 900 Large-Format UV Inkjet Printer as part of its larger plan to expand into digital UV inkjet printing. Installation of the unit is to be completed before the end of the year.

Founded in 1958 in Manhattan, Edison Litho has grown to become the only printing plant in the U.S. with three operational KBA presses, which enable the company to print on paper, board, plastic, foil and many other substrates. In 1989, Edison Litho moved from its old 12,000-square-foot facility to a new 60,000-square-foot plant in North Bergen. In 2002, the facility expanded to 80,000 square feet and now includes an in-house bindery.

The addition of the Rho 900 marks Edison Litho’s entry into production digital UV inkjet printing, and a whole new range of printing capabilities for clients whose output requirements go beyond more traditional litho printing.

“We spent months evaluating production digital printers, and the Rho 900 was the clear winner,” said George Gross, President of Edison Litho. “It will allow us to meet a wide range of customer needs while upholding our high standards of quality. The Rho 900 is a very versatile, productive and reliable addition to our roster of printing equipment.”

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The 98-inch-wide Rho 900 combines more efficient automated media handling and “process color additions” with high-speed printing capabilities to deliver greater productivity and a wider color gamut. Its highly sophisticated media handling system employs an auto-feed table with belts, a sheet feed gate with guides for parallel board printing and an automatic two-point pin registration system to ensure accurate front-to-back registration.

“We’re very pleased that Edison Litho has chosen Durst for its expansion into production UV inkjet printing, and we’re proud to be associated with them” said Christopher Howard, Senior Vice President of Sales & Marketing for Durst U.S. “It’s a good sign for Edison Litho customers – and the mark of a successful enterprise – that the company is evolving as the possibilities of print output evolve.”

About Edison Litho

Edison Lithographic & Printing Corp. of North Bergen, N.J. is one of the nation’s leading wide-format offset lithographers, as well as offers digital printing capabilities. A strong advocate of environmental integrity, Edison Litho is certified by the Forest Stewardship Council (FSC) and the Sustainable Forest Initiative (SFI). For information about the company and its services, call 201-902-9191, or visit Edison Litho online at: <http://www.edisonlitho.com>.

About Durst

Durst Phototechnik AG is a leading manufacturer of professional digital imaging systems. The company operates manufacturing facilities in Brixen and Lienz, Austria and has major offices in the U.S., France, United Kingdom, Germany, Spain, Mexico, Brazil and Singapore. The Durst reputation for quality, precision, innovation and reliability spans more than 70 years.

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