

Quick Facts

It all started with a simple idea...make it easy and affordable to buy four-color printing from anywhere, anytime. Then, add knowledgeable, personalized customer support with our down-to-earth, Montana flavor. The result?

PrintingForLess.com - The leading source for online commercial printing and one of the fastest growing private companies in the country.

We deliver remarkable, customer interactions for small and mid-sized businesses while producing printed marketing materials (brochures, postcards, catalogs, magnets, cards, stationery, business cards, and more) in an environmentally-friendly manner.



Website: www.PrintingForLess.com

No. of Employees: 161

Company Founded: 1996

Web site Launched: 1999

2008 Revenues: \$26 million

Location: 100 PFL Way
Livingston, Montana 59047
800-930-6040

Products/Services

We enable businesses to configure, price, order, and proof affordable, high-quality, full-color printing and mailing projects on the Internet and obtain free, file reviews and advice about commercial printing quickly and easily.

Unique Qualities

Green Environment

We use sensible alternatives to help sustain the environment while offering high-quality products our customers can take pride in. For example, our paper sourcing practices have earned us the Forest Stewardship Council's (FSC) Chain-of-Custody Certification and 100% of our energy comes from wind power. For more, visit <http://www.printingforless.com/Green-Printing-Practices.html>

Employee Training

Our employees receive 14 weeks of in-depth training in customer service, product knowledge and technical pre-press production before placement on one of our technical service teams.

Extreme Customer Service

Our team system allows customers to have one point of contact for all of their questions and concerns, providing a personalized, concierge touch on every project.



Media Contact: PrintingForLess.com
Shayla McKnight, shayla@pfl.com, (800) 972.7023

Quick Facts Continued...

Technology

We aggressively leverage technology to make it easy for our customers to do business with us:

- Convenient InstaPrice™ calculator, one-page ordering forms, online proofing interface, online change order system, and more.
- Customer-friendly CRM system acknowledged by Harvard Business School researchers.

Customers

- Over 80,000 customers since site launch in 1999
- Average of 45 new customers per day, 40% from referrals
- Repeat customers account for 70% of revenues
- Customer “love letters” at www.PrintingForLess.com/customercomments.html

Equipment

- Five-color and four-color Heidelberg Speedmasters
- Four-color Heidelberg Quickmaster DI
- Two-color and one-color Heidelberg GTO presses
- Bindery and extensive prepress department

Memberships



Awards/Recognition

- Winner of 2007 PIA/GATF's Best Workplace in the Americas Award
- 2007 and 2008 Ernst & Young Award Finalist
- 2007 and 2008 Stevie® Award Finalist
- Inc. 5000 Member 2007
- Montana's 2006 Small Business Person of the Year
- Runner-up for the SBA's National Small Business Person of the Year
- Winner of 2006 American Business AwardsSM - Best Customer Service Organization;
- 2004 Montana Entrepreneur of the Year by the Montana Ambassadors, a governor-appointed leadership organization
- The winner of the 2005 Fortune Small Business and Winning Workplaces Best Boss Award
- Winner of the 2002 Inc. Magazine “Best of the Web” Award
- Inc. 500 high-growth company for three years in a row: 2002, 2003 and 2004
- FSC Chain-of-Custody Certified for responsible paper sourcing practices

Fun Facts

- Number of dogs around the offices on an average day: 20
- Number of PFL skiers or snowboarders: 60
- Average number of customer “love letters” each day: 3
- Backcountry miles hiked by employees in 2008: 5,345
- Fish caught by employees in 2008: 2,153

Company Evolution



Within the walls of an old dairy creamery in Livingston, a charming artist-community and cow town in southwestern Montana, Andrew Field came to a stunning realization. The successful entrepreneur had started Express Color Printing in 1996 to serve the commercial printing markets in nearby Bozeman and Billings.

But after several years in business, the company's monthly revenues hit a plateau and revealed an important insight; there were more deer and elk in Montana than print buyers.

Enter the World Wide Web. Like most Internet entrepreneurs, Andrew saw boundless market potential and the ability to reach customers across the globe. In March of 1999, Express Color Printing launched its Web site,

www.PrintingForLess.com, but it wasn't just another Internet company with a shaky business model. The PrintingForLess.com difference was built on a keen awareness of customer needs and expectations and a strategic approach to overcoming fundamental challenges in the printing industry.

Service Philosophy

PrintingForLess.com started a slow but steady revolution in the industry. The site offered commercial printing customers the ability to get instant pricing for their orders, upload files in virtually any format, view proofs online, and receive high-quality printed pieces in a matter of days. Now even the smallest of businesses could whip up a four-color brochure without having to buy expert design software, wait for quotes or pay the traditional high prices.

Plus, PFL's service philosophy was unlike other online companies in that real people provided prompt, personal and knowledgeable customer and technical support. All customers receive hands-on attention from the experts at PrintingForLess.com.

PFL-Net is Created

Six months after PFL was launched, orders trickled in two a day. But as more print buyers discovered they could buy printing from the convenience of their desktop, printing requests increased significantly. To accommodate the company's growth and ensure it could continue to make its printing deadlines, Andrew created a proprietary system called PFL-Net that allowed PFL to "overbook" print orders.

Knowing that idle presses cost commercial printers thousands in lost revenue potential, Andrew envisioned a win-win deal that would enable PFL to keep up with its demand while helping other printers fill their excess capacity. If the company's press schedule was too full to handle an order, the PFL-Net system would make the job available to a tightly integrated network of printing partners to download, print and ship in exchange for a set percentage of the proceeds.

Customers can see instant pricing with PFL's InstaPrice®

InstaPrice®	
Enter Quantity:	250
<input type="button" value="Calculate Price"/>	
Base Printing Price:	\$257.01
+ UV Coating:	\$0.00
+ Paper Upgrade:	\$0.00
+ Folding:	\$0.00
Printing Subtotal:	\$257.01
Printing Cost Each:	\$1.03
+ Rush Charge:	\$0.00
+ Shipping/Handling:	\$12.65
+ Mailing Services:	\$0.00
Order Total:	\$269.66

Company Evolution Continued...

A Printing Revolution Begins

By late 2000, the growth in order rates and increasing staff support brought PFL to a pivotal point in its development. Andrew knew the company needed a high-powered, internal software program that would allow him to track customers, print jobs and employees. After raising more than \$500,000 in venture capital, the company's founder hired programmers to create an innovative software application while also revving up PFL's marketing and process development efforts.



TSRs

In September 2002 after a year of extensive, process-design work, the company launched its second revolution: a unique, technical service team system. The team system was built on the creation of a whole new job in the industry, the "Technical Service Representative" (or "TSR") position. A TSR is the mating of a sales/customer service rep and a digital pre-press technician, two traditionally separate jobs with two very different skill sets. Like a rare species of animal in Yellowstone National Park, a TSR exists in only a single ecosystem: PrintingForLess.com.

Technical service teams are comprised of three TSRs who serve all of their customers' needs and questions one-on one and expertly shepherd orders through the pre-press process. From their first order, phone call or other inquiry, customers are assigned to one TSR team for all of their future contacts. Because of the extensive product, technical and sales knowledge and skills needed to do their jobs, TSRs undergo an intensive, 14-week training program and receive ongoing coaching after training. Since fall 2002, PFL has invested heavily in training and continued process development to ensure the success of its business concept.

Radically-Different Customer Service

We have no Hollywood celebrities working here at Printingforless.com. Yet judging by the amount of fan mail we regularly receive, you'd think at least a few of us were movie stars. (To see a small sample of the thousands of love letters from our customers, visit: www.printingforless.com/customercomments.html). Our secret is unrivaled customer service. Every time we work with someone we strive to provide a remarkable interaction. For one client that may mean fast-tracking their job, for another it may mean catching a spelling error before their piece hits the presses.

100% Satisfaction



Remarkable interactions are unique to each customer and take forethought. First, we hire the best and brightest people. Then we train them extensively for 14 weeks in the areas of customer service, product knowledge and technical pre-press production. Our graduates become "Technical Service Representatives," and are assigned to autonomous three-person teams who are empowered to make decisions based on customer satisfaction.

When a customer calls in, they only have to deal with one TSR team. This innovative team approach helps to ensure that customers only interact with employees who are up-to-speed on all aspects of their project. Being assigned to one team also gives everyone involved the opportunity to develop deeper relationships during repeat jobs.



Company Evolution Continued...



We also provide our TSRs with the best and newest technology. For instance, we installed a new phone system that intelligently routes our existing customers to the right three-person team and also chooses which team is most available to serve new callers, based on each team's workload. This way, our customers get someone who knows their business and can spend valuable time on the phone helping customers achieve their marketing goals. And the phone system displays the customer account for the TSR so within seconds, they have a complete understanding of every project they've ever done with that customer, which better helps TSRs meet their customer's needs meet their needs.

Not surprisingly, returning customers account for 70 percent of our business, while an astonishing 40 percent of our new customers come from referrals. The American Business Awards, nicknamed the "Stevies," honored us as the best customer service organization in 2006. They say it's love that makes the world go round. Here at Printingforless.com, we say it's our superior customer service. Come to think of it, we're both saying the same thing.

PFL Today

When the company's online ordering system debuted in 1999, it offered only printed brochures. Today, our service offerings have expanded to more than 18 standard product types plus custom requests.

The company is on track to hit revenues of \$30 million with 70,000 customers (with an average of 45 new customers placing orders every day, returning customers accounting for 70% of our business and 40% percent of new customers coming from referrals). Staff members have jumped from a modest 10 to over 160, and our workforce could grow to as many as 300 employees in the next few years.

In 2006, PFL moved into a 46,000 square-foot, environmentally-friendly facility to become the biggest, private employer in Livingston, Montana. The healthful building is on a smoke-free campus, and has humidified air, radiant heating and lots of plants. And it offers spectacular views of mountain ranges and wildlife.

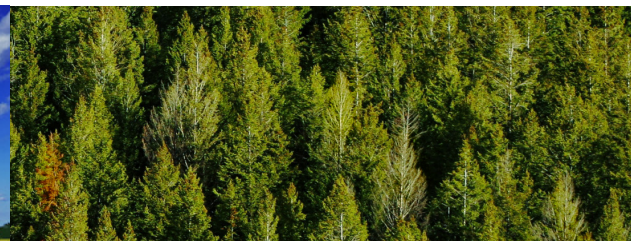
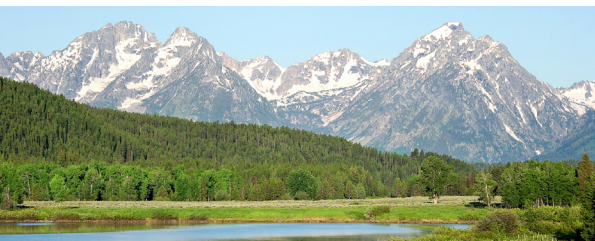


A Green Environment

Employees enjoy the benefits of an on-site, company-run child-care center, friendly dogs roaming the halls, regular barbeques, an annual chili-cook-off, parties, and other team-building events throughout the year. But more importantly, we are passionate about sensible alternatives that help sustain the local and global environment while offering high-quality products.

Our paper sourcing practices have earned us the Forest Stewardship Council's (FSC) Chain-of-Custody Certification, and 100% of our energy comes from wind power. In addition, we use Elemental Chlorine Free milled paper, vegetable-based ink, biodegradable padding materials, water-based aqueous coating, and other environmentally-friendly products. Plus, we are focused on reducing waste. By using top-grade paper with highly-trained press operators, we have considerably reduced the number of test or "make-ready" sheets needed to run through the presses as we set up your printing project.

PFL has planted its roots firmly in the community. And the fruits of its labor are already apparent, not only in the company's success, but in the opportunities and rewards it has provided for its employees, local community and partners.



Executive Team



Andrew S. Field
President and CEO

Andrew founded Express Color Printing in 1996 to serve the Montana printing market. After discovering that Montana has more elk and bison than print buyers, Andrew and his small team launched PrintingForLess.com in 1999, building the first true e-commerce commercial printing company. Andrew was named Montana's Entrepreneur of the Year in 2004 for his contributions to the local economy, and was recognized by Winning Workplaces and Fortune Small Business as a winner of the 2005 Best Bosses Award for innovative approaches that have created a high-performance workplace.

Andrew cultivates a dynamic culture that both empowers and inspires PFL's people. Leading by example, he embraces challenge and strives to keep PFL ahead of the curve in technology innovation. He serves on the board of National Association of Printing Leadership, and is active in Young Presidents Organization.

Andrew's affinity for the printing business began when he learned to run a press in high school and got a job at a local print shop in his home town of San Mateo, California. From there he worked for print shops in Minneapolis and Los Angeles, until switching careers to sales and business management when he moved to Montana in 1989. Andrew, never one to sit passively, took action to capitalize on his printing knowledge by creating PrintingForLess.com, targeting a niche in both the printing and .com industries.

A competitive swimmer as a youth, he now dabbles in skiing and fly fishing, and enjoys floating the Yellowstone River. Andrew's devotion to his border collie, Jessie, was the inspiration for PFL's dog-friendly environment. He is inspired by PFL's tens of thousands of small business customers, the fine people he works with and the opportunity PFL creates for them to live their dreams in Montana.



Marne Reed
VP, Human Resources

Marne Reed has personally recruited more employees during her HR career to date than many of us will work with over a lifetime. Her role of leading the search for the right people and securing the right benefits to keep them happy is mission critical to the continuing growth of PFL.

Since joining the company in April 2002, Marne has been at the helm of PFL's successful initiatives to provide high-value benefits without breaking a small-business budget. The birth of her son, Nicholas, and lack of local childcare options helped prompt the push for Montana's only company-owned, licensed childcare facility in 2003 to meet the needs of the company's current and future working parents.

Marne has worked heavily with PFL's management team to translate its key people strategy into an effective hiring process and implementing a metrics-based performance evaluation system. She gained experience in the field from 1997-2002 winning awards at AppleOne Employment and handling rapid growth needs at a corporate, HR department in Boulder, Colorado. Marne attended college in Oklahoma and Albuquerque and worked as a personal loan officer and team leader at Norwest Bank in 1996.

Marne also loves to spend time with her husband, son and two step sons in outdoor adventures and more home-bound pursuits such as cooking and landscaping. You can also find her relaxing with a good book in those rare moments to herself.

Executive Team Continued...



Daniel Gaugler
Vice President, Marketing

Daniel is a business-driven, entrepreneurial-minded marketer with an extensive background in web-based marketing, search engine optimization, and direct sales. His passion is helping small businesses reach the next level.

Since joining PFL in January 2005, Daniel has leveraged his strategic and hands-on approach to business to propel company growth, in his roles as Director of Business Development, Marketing Manager and Technical Service Representative (TSR). He discovered his passion for business and marketing in college when he started developing websites for local businesses and helping them get found online. He has been involved in Internet marketing for more than 10 years.

Daniel earned his bachelor's degree from Montana State University in business marketing with a strong emphasis in computer science. He credits growing up on a cattle ranch in central Montana in helping him develop an early appreciation for rolling-up his sleeves and getting the job done. For personal pursuits, Daniel enjoys officiating high school basketball, boating, water sports, and spending time with his wife Kelly and their yellow lab Daisy Mae.



Wyeth Windham
Vice President, Technical Service

Wyeth Windham is someone who is never at a loss for words or the wherewithal to get a job done. After starting in the Technical Service department in November 2003, Wyeth quickly wound his way up into production management. As a member of the production coordination team, he developed and documented more efficient processes for pre-press output and plate production. As co-manager of PrintingForLess.com's production facility since 2004, Wyeth has been instrumental in coordinating process development efforts to ramp up the plant's throughput and staff productivity to record levels.

Born and raised in Bozeman, Montana, Wyeth earned his degree in business marketing and Spanish literature and language from Montana State University in 2003. His degree pursuit included a school year studying in Spain along with his wife, Diana. Wyeth has been actively involved with the Boys & Girls Club of southwest Montana since 1996 and has served on its Board of Directors as the Chairman of Resource Development.

Wyeth enjoys cooking, a good movie, being out in Montana and sharing his time with friends and family over great food and good wine. The newest development in his life is his new baby girl, Athalia, born in June 2005. He is grateful to have both a career and home life that drive his passion and challenge him to grow every day.

Executive Team Continued...



Emma Fuller
Vice President, Manufacturing

After starting in the PrintingForLess.com production department in May 2007, Emma has worked in a variety of areas within the company including managing both the mailing services and finishing departments. Most recently, Emma was promoted to the Vice President of Manufacturing, bringing with her a commitment to developing a work culture based upon employee engagement, cross training and continuous process improvement. Her vision of giving employees the right tools to produce high quality products that lead to remarkable customer experiences has been instrumental in the manufacturing department receiving unprecedented employee satisfaction and team morale scores.

Emma's extensive experience in hospitality and management has allowed her to work closely with her employees to develop and implement process improvements that have resulted in increased manufacturing productivity and efficiency.

An avid traveler, Emma earned her degree in political science and history from the University of Connecticut in 1996 before gaining experience as a manager of Raytheon Polar Service, a logistics company based in Antarctica. In her free time, Emma and her husband Jeremiah enjoy hiking, skiing, cooking, and working on never-ending home improvement projects.



Danton Rice
Vice President, Corporate Affairs

Dan Rice has perhaps the most diverse background and job role of any member of the PFL management team. Since joining the company in January 2003, he has taken on the roles of PFL's Legal Counsel, Information Technology Manager, Accounting Manager, Facilities Manager, Community Relations Lead, and Project Lead for the location, financing, design and construction of our 46,500 square-foot building.

Drawing on his background in recruiting and human resources, Dan also works extensively with the HR team to ensure a continuous flow of high quality applicants and employees. He gained his experience running the day-to-day operations of a multi-state staffing company and has personally interviewed over 10,000 applicants in his career.

Dan has over 20 years of experience in legal, political, financial, and operational management of organizations of varying sizes. Prior to joining PFL, he served as a vice-president and CFO of a multi-state staffing company which grew from \$2 million to \$25 million in annual revenues. During this position, he negotiated and completed the sale of the company to a NYSE-traded company. Previously, Dan worked as an attorney, stock broker and legal counsel to the Kansas Secretary of State. He holds a J.D. from Washburn University and a B.A. from Wichita State University. And when not wearing one of his many "hats" at PFL, Dan spends time with his wife and two German Shepherds and enjoys hiking, skiing and snowshoeing.