

**FOR IMMEDIATE RELEASE****SAXOTECH Media Contact:**

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[wmozingo@saxotech.com](mailto:wmozingo@saxotech.com)**Evening Post Publishing Selects SAXOTECH Mediaware Center to Serve Print and Digital Publishing Channels from One Integrated Solution**

*SAXOTECH Cloud provides high performance, cost savings and security while bringing newsrooms together for greater operational efficiencies*

**Tampa, Fla. – September 15, 2011** – SAXOTECH, a leader in content management, circulation and advertising technology, announced today, Evening Post Publishing has selected the SAXOTECH Mediaware Center, the company's cross-channel content and workflow management solution to centralize its publishing operations. The feature-rich platform and digital delivery solution will provide a complete publishing system as a hosted service to more than 250 users across five newspaper sites including The Post and Courier (S.C.), The Eagle (Texas), Aiken Standard (S.C.), The Georgetown Times (S.C.) and Summerville Journal-Scene (S.C.) and The Salisbury Post (N.C.), 23 Web domains and additional niche sites.

Evening Post Publishing's move to implement the SAXOTECH Mediaware Center will enable all of its sites to bring the newsrooms' print and digital publishing together creating many efficiencies of a deeply integrated newsroom. With each location running on a centralized deployment of the SAXOTECH system, newsrooms will be able to plan and share content to ensure optimal resource management and a more efficient news production environment.

The SAXOTECH Mediaware Center will provide Evening Post Publishing's content producers and



editors with a wide array of layout and channel workflow tools to plan stories and manage content based on resource availability. By managing each new story from conception through multi-channel delivery in the same system, producers will realize unsurpassed productivity – extending content and enhancing news publishing operations.

Evening Post Publishing will also implement SAXOTECH's iPad solution. With One Touch Publishing, the SAXOTECH Mediaware Center will enable the media company's users to reach news consumers based on their preferences. Whether readers prefer the Web, RSS, handheld devices or other rich media formats, SAXOTECH will provide the flexible production tools needed to serve high volumes of content to multiple digital channels.

“Evening Post Publishing has always embraced new technology and we believe the future is in the cloud,” said Mickey Bella, president of shared services, Evening Post Publishing. “One of the key advantages for us was the ability to have all of our sites on one platform allowing us to create a centralized newsroom with content sharing across all groups. Bringing our newsrooms together will enable us to quickly realize greater operational efficiencies and our newspaper sites will have the ability to have total audience reach in the SAXOTECH ecosystem.”

The highly scalable hosting environment will enable the media company to quickly adapt to advances and changes in the digital environment and be better equipped to handle large surges of traffic in the areas they serve. SAXOTECH's advanced hosting services available in the SAXOTECH Cloud provide a complete managed platform for 24/7 operation of SAXOTECH's software applications and supporting infrastructure.

Evening Post Publishing's publications will be able to use the latest SAXOTECH software functionality together with the most current hosting technology without having to purchase and maintain new servers internally. The SAXOTECH Cloud also enables each daily paper to obtain automatic software upgrades, behind-the-scenes maintenance and server support as well as automated resource balancing and monitoring.

When hosted within SAXOTECH's Cloud, the SAXOTECH Mediaware Center provides full Web integration effectively creating a virtual newsroom accessible from anywhere at anytime. Reporters, photographers, editors and any other type of user may access the full functionality of the SAXOTECH Mediaware Center from wherever they are located, greatly improving Evening Post Publishing's ability to efficiently produce news in a collaborative production environment.



“Evening Post Publishing will be better positioned to pursue new monetization strategies while more efficiently delivering the kind of valuable content their communities have come to expect,” said Anders Christiansen, president and CEO, SAXOTECH. “We understand their need for streamlining communication and collaboration and are committed to the partnership and their goals to provide the most innovative and timely products to their readers.”

Evening Post Publishing is a current customer of SAXOTECH. The media company selected SAXOTECH’s enterprise-level Circulation system.

**About Evening Post Publishing Co.**

Evening Post Publishing Co. is a privately held information and marketing company headquartered in Charleston, South Carolina. Subsidiaries of the company include television stations in Arizona, California, Colorado, Kentucky, Louisiana, Montana, and Texas; daily and weekly newspapers in South Carolina, North Carolina and Texas. The company also owns and manages timberland in South Carolina through White Oak Forestry Company.

**About SAXOTECH**

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices.

SAXOTECH's Circulation tracks subscription revenue, distribution, agent billing, promotions, campaigns, demographics and non-subscribers. Flexible reporting and decision making tools enable newspapers to improve retention and increase their subscriber base, as well as empower marketing executives to make quicker, smarter and more profitable circulation management decisions.

SAXOTECH’s corporate headquarters reside in Tampa, Fla. with European headquarters based in Aalborg, Denmark; additional offices include Maryland, Norway and Sweden. SAXOTECH's solutions are in use by more than 700 news organizations around the world. For more information visit [www.saxotech.com](http://www.saxotech.com).

