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BrandBuilderPro™, a Corporate Brand Management Tool Debuts at AIIM 2003 and ON DEMAND Digital Printing & Publishing

Memphis, TN – April 3, 2003 - Graphic Resource Center, a world leader and pioneer in Internet image delivery solutions for advertisers, manufacturers and retailers, (<http://www.adbuilderpro.com>), announces BrandBuilderPro™, a browser-based brand management and employee training system. BrandBuilderPro is specifically designed to assist companies manage all assets associated with a brand. Ongoing demonstrations of BrandBuilderPro will take place in the Dynamic Publishing Pavilion, booth #3563, of AIIM-2003/On Demand Expo, at Javits Convention Center, from April 7 through April 9, 2003.

Using the power of ImageVault™— a proven on-line asset management system—and the basic tools of the AdBuilderPro™ product, BrandBuilderPro allows corporations the ability to manage all corporate assets employed in building and managing domestic and world-wide brands. This capability includes management and usage of all digital assets, brand logos, product images, collateral materials, distance learning materials, product certifications, employee training and many other elements.

Using simple online tools via an Internet browser, brand managers log onto a password protected digital storefront to build or modify and order advertising or collateral materials, receive the latest government regulations or download the latest PowerPoint presentation. BrandBuilderPro modules control inventory, print packing slips and monitor corporate ad budgets through an accounting interface. Online tools also permit dealers, for example, one-click ordering of both collateral material and merchandise from main headquarters.

Distance education and employee training, with full HTML support, for online employee testing and scoring are additional features of this dynamic new product. Once a training program has been successfully completed, the course completion certificate is automatically generated, routed for printing and delivered to the responsible executive for signature. Printed material output is controlled internally, and can be directed anywhere desired. After its introduction at AIIM-2003/ On Demand Expo, BrandBuilderPro will be immediately shipping.

Graphic Resource Center, headquartered in Memphis, TN, has been providing line conversions, imaging, programming and asset management solutions to major advertisers in the United States and Europe since 1965. Heliogramme, ImageVault, AdBuilder Pro, PrintBuilderPro and BrandBuilderPro are registered trademarks. Information about Graphic Resource Center's complete range of products and services can be accessed on the World Wide Web at <http://www.adbuilderpro.com>.