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MarketBuilderPro™ Total B2B Market Manager Debuts at AIIM-2003/ On Demand Expo

Memphis, TN – April 4, 2003 - Graphic Resource Center (<http://www.adbuilderpro.com>), a world leader and pioneer in Internet image delivery solutions for advertisers, manufacturers and retailers, announces MarketBuilderPro™, a comprehensive, Internet browser-based market building asset management and employee training solution. Ongoing demonstrations of MarketBuilderPro 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.

MarketBuilderPro is specifically designed to assist companies manage all assets associated with product marketing, training and B2B communications for total market building and support. MarketBuilderPro contains everything a company needs to manage images, logos, state and local regulations, usage rights, printed materials and communications required for building and maintaining total corporate marketing, branding, promotion and sales assets. This includes online availability of PowerPoint presentations, training materials, catalog sheets, ad creation, storage and retrieval of digital assets; tools for ordering collateral materials online; tools for broadcast e-mailing to dealers by market or product segment; tools for distance learning and grading; and output modules to allow materials to be printed at the requester's own site.

According to Ed Lupo CEO of Graphic Resource Center, MarketBuilderPro's developer, "It's the Swiss Army knife of the GARTS product line". Companies such as Porter-Cable and Thomas & Betts use MarketBuilderPro's capabilities to manage assets and communicate with dealers, partners and advertising agencies via their web browser. Access to corporate assets managed by MarketBuilderPro is via password protected logins which define the user's level of access.

In an interview in the latest issue of The Electrical Distributor magazine, Nick Cassella, vice president of marketing communications for Thomas & Betts said, "Admaker (how T&B refers to MarketBuilderPro) makes it easier to promote the brands and easier to do business with customers," he continued. "Since its inception last year, more than 2,500 images have been downloaded to distributors. Admaker is a hassle free method to get the job done quickly and out the door via e-mail, or printed at a fraction of the cost of traditional methods."

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, AdBuilderPro, PrintBuilderPro, BrandBuilderPro and MarketBuilderPro 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>.