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AdBuilderPro Announces New Features at Amsterdam PDF Summit...

Memphis, TN – June 5, 2003 - Ed Lupo, CEO of Graphic Resource Center in Memphis, developer of AdBuilderPro, will officially announce the latest enhancement of GRC's popular software at the PDF Summit of Seybold's Seminars Amsterdam 2003 Conference, June 11-13 in Amsterdam, The Netherlands. "We were the first to deliver ads in PDF format (our native format)," he noted, "and the first to deliver PDF/X-1a compliant ads. Now we will be delivering dynamic PDF/X-1a CERTIFIED ads, a feature already being added to the sites of all our customers.

As a product, AdBuilderPro stands alone in this new technology field. No other product exists on the market today that can offer the same level of service and quality as AdBuilderPro.

GRC's background in Printing, Typesetting, Pre-Press and Advertising goes back more than 38 years. Not only do its people understand how new technology works, they also understand how professional quality graphics work as well. The company brings a level of graphic experience to AdBuilderPro that most "IT" providers simply don't have or understand.

Our Shoes Fit Your Feet

Here's what one user, James Canestrari of Thomas & Betts has to say about a major advantage of working with GRC and AdBuilderPro:

"One of your best strengths is your history. This is where other content management suppliers fall down - they don't understand how the ordinary things get done. You have been in, and continue to work in, the industry of marketing communications. For example you just completed a 1400+ page catalog for me. You understand the needs as they are now and embrace them. You do not require users to adopt new terminology and new requirements, but offer elegant solutions within their existing frameworks. In other words, you have chosen to make the shoe fit the foot."

A Few AdBuilderPro Highlights

Control – AdBuilderPro gives the user full control over how their brand is represented in the media. You design advertising and collateral materials. You enable your retailers or franchisees to access the materials on the Internet and assemble them locally in their browsers. You define the business rules that control exactly how your brand appears in the media.

Flexibility – AdBuilderPro is designed to be flexible so that as the needs and direction of your company evolve, AdBuilderPro will continue to be the most efficient solution available.

Experience – AdBuilderPro's inception began before the idea crossed the minds of the industry and it enjoys a significant lead in experience over anyone else who has attempted this type of application. GRC's Browser-Based Digital Asset Management system was first shown in 1997 at a Seybold Conference and Exhibit in New York City. It was the first of its kind and set the stage for a new industry – one in which the company continues to pioneer and lead.

Evolution – AdBuilderPro is a living application. The software continues to evolve and push the bounds of technology as new developments are introduced that benefit each of our customers.

About Graphic Resource Center

Since 1965, Graphic Resource Center has provided quality products and services to the graphic communications community. Through its Heliogramme imaging division the company serves top manufacturers and advertising agencies in the U.S. and in Europe. Its ImageVault and AdBuilderPro software are used daily by some of the leading companies in the country. To learn more about GRC and AdBuilderPro, visit our web site: <http://www.adbuilderpro.com>. Or telephone 1-800-884-2656 and ask for Chris Lupo or Jimmy Smith.