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DevZeroG Partners With FourPees to Build Market Profile

New collaboration with Tom Peire will promote DevZeroG's portfolio of reliable file transfer, quality control and web-to-print solutions

LONDON, England & GENT, Belgium – 1st November 2006 – DevZeroG Ltd., a global leader in productivity solutions for the print and media industries, has partnered with Four Pees, a new sales and marketing partnership specializing in the publishing industry, to enhance market awareness of its file transfer, quality management and web-to-print products. Going forward, Four Pees will provide DevZeroG with strategic marketing and communications advice, as well as helping the company to develop its sales channel.

Over the past year, DevZeroG has gained significant momentum through a series of new product introductions, upgrades and standards compliancy. “Now that our technologies are proven and our products have matured, we feel that we are ready to move things up a gear and make sure people fully understand our offering, while maintaining a clear focus on product development”, says Michael Dewhirst, CEO of DevZeroG.

With its roots in data transmission and PDF workflow DevZeroG's portfolio now comprises the following products:

- *PrintSure* : a unique web-to-print automation portal that combines DevZeroG's expertise in data transmission with its own superior PDF preflight and correction technology;
- *Uploader Creator*: solves FTP client configuration problems by allowing suppliers to equip their customers with easy to use, pre-configured FTP droplets
- *nVerge*: a data distribution server that provides hands-off file transfer capabilities through features like automatic resuming and recovery, job tracking, scheduling.

”In today's competitive marketplace, the quality and availability of marketing information about us and our products are key drivers for success, alongside technical superiority and the relationship between us and our customers”, continues Michael Dewhirst. “In Four Pees we have a partner with the network, expertise, mindset and marketing vision to help us grow. I'm confident that our customers and prospects will soon enjoy the fruits of this collaboration.”



DevZeroG's existing customers include leading names in advertising, printing and publishing such as Young & Rubicam, RR Donnelley and Time, Inc. A new flexible pricing model has also driven adoption of its products by many small printers and bureaux. DevZeroG products and technologies, such as the cross-platform, one-click web installer and the PDF check and fix engine, are also available as powerful OEM solutions.

"File transfer and PDF preflight technologies are becoming more and more of a commodity. Products are currently differentiated by reliability when it comes to file transfer, and by the details of the procedure when it comes to preflight. But the key factor when choosing between competitive offerings should really be in the way they can be integrated to streamline and remove cost inefficiencies from the whole publishing process", comments Four Pees' founder Tom Peire. "DevZeroG's *PrintSure* has a unique and very flexible client distribution mechanism which, combined with superior Ghent PDF Workgroup compliant preflight technology, JobTicket capabilities and web portal features, offers a compelling and scalable solution to the needs of today's publishing supply chain."

"Through its superior technologies, its unique product approach and its dynamic organization, DevZeroG has great potential to move the industry forward in its efforts to make production processes more predictable, reliable, automated and cost-effective", he concludes. "I'm excited to have the opportunity to help them achieve their ambitious goals."

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About Four Pees

Named after the four P's of marketing – product, price, place and promotion - Four Pees offers dedicated sales and marketing services to hi-tech suppliers in the publishing and related industries, allowing companies to extend their efforts or try new strategies without overloading their existing organization. Based on a marketing model of accessibility, Four Pees partners with experts in specific fields of sales and marketing, providing a competence centre to start-ups, a single point of access to the European market for non-European companies and focussing on specific markets or product ranges for bigger organizations.

About DevZeroG

Founded in 1999, DevZeroG Ltd is a rapidly growing developer of innovative file transfer, quality control and production automation solutions for the print, publishing and new media industries. Based on industry standards, DevZeroG's products, Uploader Creator, PrintSure and nVerge, deliver measurable ROI by providing significant and tangible increases in productivity. Industry leaders such as Ogilvy, Penguin Group and RR Donnelley have chosen its products for their effectiveness, return on investment and easy-of-use. Through an extensive network of resellers, Dev Zero G provides support to an ever-expanding global client base.

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