



For Immediate Release

Tribune Direct Becomes the First Customer PortalBuilder Installation for GMC Software Technology

February 23, 2010– Boston, Massachusetts and Appenzell, Switzerland – GMC Software Technology, the standard in personalized communication, today announced that Tribune Direct, a subsidiary of the Tribune Company and existing GMC customer, has become the first installation for GMC PortalBuilder. As a result, Tribune Direct can now develop rapid, scalable storefront offerings for their client base and prospects while, leveraging their existing investments in GMC’s products and solutions.

As part of the Tribune Family, America’s largest employee-owned media company, operating businesses in publishing, interactive and broadcasting, Tribune Direct, offers direct mail to its clients on a national level. Utilizing over 360 employees, Tribune Direct produces and mails over 7 million pieces of direct mail per day and provides the national reach of facilities located throughout the United States with the local touch of established regional partnerships.

Launched at Print 09 in September of 2009, GMC PortalBuilder simplifies the process and opens the door for print service providers and direct mailing organizations to implement efficient, web-enabled storefronts for the creation, ordering, management and printing of personalized variable data documents and integrated, personalized multi-channel campaigns. End-users gain more flexibility and faster results by having easier access to all the variable components they need and users can enjoy centralized brand management and messaging as well as cost control with decentralized creation, order entry and output.

“After investigating a number of solutions for the development of web-based and print orientated storefronts, we found that GMC’s PortalBuilder one of the easiest solutions to implement and use,” said Bob Kennedy, Manager, Information Services at Tribune Direct. “In addition, the efficiencies of PortalBuilder’s web-to-print workflow will allow us to take advantage and leverage of our existing GMC PrintNet installation while providing additional value and services to our customers.”

“We are pleased that Tribune Direct has become the first customer installation for one of GMC’s newest products,” said Paul Rokos, Vice President of Sales, North America at GMC Software Technology. “We also feel that PortalBuilder can bring both Tribune Direct and their customers significant cost savings and operational efficiencies that can’t be found in other web-to-print solutions.”

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GMC Worldwide

Austria, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, Poland, Shanghai, Singapore, Spain, Switzerland, Taiwan, United Kingdom, USA and growing

GMC Software Technology

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GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Our award-winning software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide, and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. www.gmc.net.

Media Contacts:**USA**

Mark Bonacorso
Media Ink
520-825-0217
markb@mediaink.biz

UK

Amarylis Midgley
Bylines
+44 (0) 1526 353533
Amarylis@AmarylisMidgley.co.uk

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