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THE BUFFALO NEWS AND KBA DELIGHTED BY AMERICA EAST QUALITY PRINT AWARD

YORK, PA – Gary Owen, KBA North America's director, marketing and newspaper sales, was thoroughly delighted to learn that *The Buffalo News* claimed first place in the America East Print Quality Contest for the Offset Division, over 100,000 circulation.

Buffalo's two new KBA Colora presses were only launched in May of 2004. Further, they had replaced five 47-year-old letterpress machines. As Bryan Carr, *The News'* director of production, admitted, "For our operators, who had been operating mechanical letterpress, it was a big swing to PC-based controls. There was quite a learning curve. It was steep, but fortunately it was short."

That's why Owen was so pleasantly surprised by the announcement. "Buffalo's been running offset for just a very, very short time," he said, "so to be already reaping quality awards speaks volumes about the quality of their people and their operation."

The News outdistanced 14 other entrants in its category, including the Rochester (NY) *Democrat and Chronicle* and *The* (Syracuse, NY) *Post-Standard*, which finished second and third, respectively. Carr said it was great that three upstate New York papers were recognized, especially given the high level of collaboration he shares with the *Democrat and Chronicle's* VP of Production Bernie Szachara and the *Post-Standard's* Production Director Patricia McAluney.

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Carr was generous in spreading credit for the award, complimenting Pressroom Manager Paul Brown and his pressmen, Prepress Manager Bill Marzahn and his staff, and KBA's training managers, who he said "did an excellent job. They were very helpful."

Brown added, "The technology integrated on our new KBA presses allows us to print very high quality with minimum newsprint waste and unprecedented lean staffing levels."

What does the award mean for Buffalo? Melinda Condon, vice president, association services for the Pennsylvania Newspaper Association, sponsor of America East, offered a guess. "Winners see it as a source of pride," she offered. "It's important for them to be able to say they have award-winning print quality. It tells their advertisers and their readers that they care about their product. And I think it also gives them a chance to say to their owners and shareholders that the millions of dollars they spent on that new press were well worth it."

Those points resonated with Carr, who said, "We take great pride in this accomplishment. I think it establishes our level of quality with advertisers and readers alike."

For the competition, participants submit six copies of their newspapers (less inserts) for a particular week in November. They are not told in advance which week's papers will be selected for judging.

Three independent judges evaluate each newspaper entry in six different areas, including black ink laydown, color ink laydown, color registration, halftone quality, page alignment and overall print appearance. The judges are experienced production workers who are specifically trained on how to evaluate the entries. Scores are averaged. Newspapers are divided into different divisions including offset, flexo and letterpress, and scores are weighed against newspapers of similar circulation. Circulation divisions include under 25,000; 25,000 to 50,000; 50,000 to 100,000; and over 100,000. This year, 96 newspapers entered overall.

The News has a Sunday circulation of 277,516 and a weekday circulation of 193,178.

KBA has two operations in the USA. KBA North America Inc., Web Press Division, is located in York, Pennsylvania. The York facility is in charge of sales and support for all KBA web presses in the USA and Canada. KBA North America Inc., Sheetfed Division in Williston, Vermont, handles sales and service for KBA sheetfed offset presses in the USA and Canada.

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For more information regarding this release or any other KBA news, contact Gary Owen, Director, Marketing and Newspaper Sales; KBA North America, Web Press Division, 3900 E. Market St., Box 1562, York, PA 17405. For a more immediate response, call 717.505.1150, fax 717.505.1161 or email gowen@kbapa.com. Information can also be obtained at the company's website www.kba-print.de/en.

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