



THE TRAILBLAZER

Bulletin # A-15
February 23, 2010



TO: USA PC/SC GMs

SUBJECT: Printing

EBSCO is a major player in commercial printing in Alabama. We have combined our two sheetfed offset printing operations: 1) EBSCO Media and 2) Tinker Printing & Envelope into a single entity, EBSCO Media. The purpose of this communication is to remind you of EBSCO's long standing policy that all printing is to be coordinated through EBSCO Media. The only exceptions relate to: a) specialized printing needs such as large quantity catalogs and publications that are more cost effectively printed by web offset, or b) when by special request approved in advance by me.

EBSCO Media is the largest commercial printer in Alabama and one of the largest full-service printers in the country. It runs a sophisticated printing operation and has broad capabilities in multi-color sheetfed work. In the past several years, the company has made a sizeable investment in a new state-of-the-art Komori 4-color press as well as upgraded equipment in the bindery. These investments were made to improve operating efficiency and quality. In addition, EBSCO Media has significant capability for digital printing which is best suited for shorter print runs.

The capabilities of Tinker Printing & Envelope have been incorporated into EBSCO Media. Envelope printing is a key focus due to our efficient printing process. Additionally, we print stationery, business cards and brochures. EBSCO Media now handles EBSCO's annual corporate-wide order for envelopes and stationery.

Given EBSCO's significant investment and capability in commercial printing, it absolutely makes no sense to source printing outside of EBSCO. We do not want our hard earned dollars going to other companies unless clearly justified due to the specialized nature of a particular job.

In reinforcing this policy, I'd like to make it clear that I fully expect EBSCO Media to service the needs of EBSCO companies with the same attention to detail and service we deliver to outside customers. If there is ever a problem or question regarding quality or service then I would like to know about it so that improvements can be made.

A handwritten signature in black ink, appearing to read 'F. Dixon Brooke, Jr.'.

F. Dixon Brooke, Jr.
President and CEO