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NEWS RELEASE

TripleArc Plc to unite services under a single brand –

AccessPlus: Innovators in Print Management and Business Communications

TripleArc Plc has announced it is to unite all its print management and business communication services under its AccessPlus brand. The new AccessPlus brand positions the company as innovators in print management and business communications, a move that represents the company's growing presence and strength in the data, document management, fulfilment, logistics, campaign delivery and marketing services sectors.

Says Jason Cromack, CEO, AccessPlus: "Over the past few months the executive management team has undertaken a strategic review of our brands, how they relate to one another and reflect the type of services we offer. Our objective was to find the best way to ensure that moving forward, our brands and our products and services were all well-defined and clearly articulated to the market. The outcome of this review process is that we have made a decision to unite all our services under one brand – AccessPlus.

"We chose AccessPlus as the defining brand for the future as it has a very strong reputation in the market and is well-recognised as a leading print management and business communication provider. As print management remains the hub of our service offering, it made sense to move forward with a brand that is central to our offering and perception."

Mr Cromack says the only exception to this is where TripleArc's technology products are being sold on a stand alone basis (by TripleArc Ltd) rather than in support of other AccessPlus services. TripleArc Plc remains the parent company and is not affected by this change. The uniting of all services under AccessPlus is expected to have little impact on day-to-day functions at the operational level. For the vast majority of staff, customers and suppliers it will be business as usual, just under the new look AccessPlus brand.

In line with this move to a single defining brand, AccessPlus has also developed a new corporate positioning statement that represents the full range of services the organisation now offers. It is:

AccessPlus

'Innovators in print management and business communications'

As part of the review process, AccessPlus also took the opportunity to redefine its business communication and print management services and products under the five following categories:

Print management | data solutions | document management | logistics | campaign delivery

Continues Mr Cromack: "Positioning AccessPlus as print managers and providers of business communication solutions is far more reflective of all the services and products we now offer. We are innovators, we are in print management, but we also offer customers an extensive range of data, document management, fulfilment, marketing consultancy and logistics services right throughout the print production and fulfilment supply chain, and we want to ensure this is recognised in the market."

Mr Cromack says AccessPlus is driving forward with a clear focus and energised business strategy to add value to its customers by providing an extensive range of print management and end-to-end business communications services: "We have laid very solid foundations over the past two years to ensure the new AccessPlus is a strong, professional and successful company and we are proud of all the efforts of our staff throughout this period. It's been hard work, but we are now more able to not only meet current demands, but also to take a leading role in shaping the future of our market.

"Our recently announced contract to manage the full range of AOL UK's marketing print requirements including Point-of-Sale, direct customer communications, customer data and response management and the logistics and fulfilment for AOL UK's customer promotions is a clear demonstration that our business strategy is right for the market and one that will continue to bring us success in the future.

"This announcement about the 'new look' AccessPlus is the next step in our growth and we are very excited about our ability to drive this company forward with a great brand and a renewed enthusiasm. The future for AccessPlus is an extremely positive one. We will continue to be leaders in our field, and recognised as a true market innovator," concludes Mr Cromack.

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For high resolution images of the new AccessPlus logo and CEO, Jason Cromack, please email: info@amplifierpr.com

About AccessPlus

AccessPlus is a leading provider of print management and business communication services. It offers a range of cost-effective, integrated solutions right through the print production chain under its five core service areas: *Print Management; Data Solutions; Document Management; Logistics; and Campaign Delivery.*

AccessPlus utilises its team of experienced and highly skilled personnel and its own innovative proprietary procurement, e-commerce and workflow technologies to streamline the print production and fulfilment process, offering all its customers an efficient end-to-end management service for their print and business communication requirements.

AccessPlus is part of the TripleArc Plc Group of Companies - one of the largest print management and business communications companies in the UK with a multi-million pound turnover.

TripleArc Plc is listed on the Alternative Investment Market (AIM) of the London Stock Exchange.

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