



Media Release – XPRESS Announces Global Alliance (For immediate release)

SINGAPORE’S Xpress announces global alliance with London-based print management leader HH Associates; landmark MOU leverages on Xpress’ Print Station network in Asia and taps into HH’s large US and European client base

- Xpress has built a regional network of Print Stations focusing on Greater China since 2006, which has laid foundation for next stage of growth into new business – knowledge-based print management
- Through HH, Xpress will be able to serve foreign clients seeking to enter Asian market; at same time, refer Asian clients with international print needs
- Xpress’ future growth driven by asset-light strategy to enlarge Print Station network tactically, develop sector-specific Print Station verticals e.g. education; developing fee-based print management within Asia

SINGAPORE, 18 November 2009 – **Xpress Holdings Ltd** (“Xpress” or the “Group”), a Singapore-headquartered Asian print solutions leader which has redefined the industry in the region with its unique Print Station network, today entered into a landmark alliance with a major Global print management company, HH Associates, U.K. (“HH”). Under a memorandum of understanding (“MOU”) signed between Print Planner (Shenzhen) Co., Ltd (“Print Planner”) (a wholly-owned subsidiary of Xpress) and HH today, Print Planner will provide sales, account servicing support, project management, operational support and print management services for HH’s clients in the Asia Pacific, and HH will provide those services for Print Planner’s clients in Europe. The alliance with HH will propel Xpress’ global strategy and penetration into a new business – value-added and knowledge-based print management.

The Singapore Exchange (“SGX”) Mainboard-listed provider of fast-turnaround print solutions has recorded significant growth since expanding in 2006 to the Asia-Pacific region, in particular Greater China, with its Print Stations and On-Site Print Stations, which have redefined pre-press, print management and related supply-chain management through technology.

Having built a solid foundation with a network of over 32 Print Stations in China, Singapore, Malaysia, Vietnam, Philippines, Indonesia and Australia, Xpress is now reaching out to global customers with significant print-related needs in Asia through its collaboration with HH, which has close business relationships with many leading global brands developed over 15 years.

Working with leading global brands, HH is a thought leader on procurement of below-the-line marketing and print management services. It provides a range of services

including design to print technology, warehousing and logistics, studio services, off-shoring and product design. By offering specialist knowledge services, supported by people, process and technology, HH helps clients achieve economies of scale and quality – and derives fees from the cost savings.

As Western companies seek to expand to Asia, Xpress – leveraging on its Print Station network – will serve as the Asian partner. In turn, Xpress will work with HH for Asian clients who have significant print needs in Europe, the Middle East and the United States.

Xpress' wholly-owned Print Planner signed the MOU in Singapore with HH's wholly-owned HH Asia Pacific Ltd. Mr. Victor Khoo, Executive Director of Xpress, represented Xpress while HH was represented by Mr. Lee Humphreys, HH's Group Operations Director.

Beyond this global partnership, Xpress is itself evolving. While continuing to provide Print Stations (pre-press and routing of print orders to print partners) it is now – through Print Planner – also offering dedicated consultancy and fee-based print management services.

Commenting on the MOU, Xpress' Chief Executive Officer, Mr. Poh Eng Seng, said, "Today's signing marks the beginning of Xpress' globalisation strategy. Having built a strong foundation and a proven business model with our Print Station network in Asia-Pacific, we are now reaching to global partners through a valuable partner such as HH."

"Xpress has evolved from a provider of pre-press and print solutions to a turnkey knowledge management player which will continue to redefine the multi-billion dollar print industry. We are indeed honoured to have HH as our partner in this quest," Mr. Poh said.

HH's Group Operations Director, Mr. Humphreys added, "Xpress' track record in providing prompt, comprehensive and accurate print solutions continues to distinguish it from its peers. Through this MOU, HH will gain a dependable and complementary supplier to manage the pan-Asian, in particular Greater China, printing needs of our many distinguished clients.

Xpress on its own has already commenced serving international clients. In 2009, the Group secured the rights to be GE China's exclusive print vendor. Through this contract, Xpress will manage the printing needs for all of the GE operations in China, providing them with comprehensive print solutions that include services such as Onsite Digital Printing at the client's premises, Off-site Commercial Printing, as well as access to Xpress' extensive logistics and distribution network through its partnership with DHL and other delivery companies.

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About Xpress Holdings Ltd

Established in 1986, Xpress was listed on SGX Mainboard on 28 June 1999. The Group serves a wide global base of local and MNC financial and corporate organisations, and provides a complete spectrum of integrated print solutions from pre-press processes to production systems as well as global distribution and delivery.

Its core products and services include the design, production and printing of time-sensitive, fast turnaround publications like annual reports, IPO prospectuses, shareholder circulars, fund management reports, brochures and newsletters.

Headquartered in Singapore, Xpress has a network of 32 Print Stations spread across 19 major cities in the Asia Pacific region.

About HH Associates Ltd

HH is a global marketing services and print management provider, with 23 offices across Europe, the US, Latin America, the Middle East and Asia.

HH works with some of the largest brands in the world and is a thought leader on the procurement of below-the-line marketing services. In addition to print management, HH provides a range of services including design to print technology, warehousing and logistics, studio services, off-shoring and product design.

The company is privately owned and headquartered in the UK.