

For immediate release:

For further information, contact:

Jennifer Piano <piano@spencer.com>
1-631-367-6655; Fax: 1-631-367-2878
Spencer & Associates Publishing, Ltd.

SpencerLab Digital Color Laboratory Promotes Fiasconaro

Catherine Fiasconaro Appointed Laboratory Director

Melville, NY, January 5, 2004 — David R. Spencer, president of Spencer & Associates Publishing, Ltd., announced today the promotion of Catherine Fiasconaro to Director of the *SpencerLab* Digital Color Laboratory. Now entering its fifteenth year, *SpencerLab* has been developing industry standard printer test software, evaluating printer products, and performing independent competitive test and analyses for key firms in the industry since 1989. “The color printer market has taken significant strides over the last decade, driving demand for independent competitive test and analyses,” said Ms. Fiasconaro. “*SpencerLab* has grown significantly by servicing this need while maintaining unbiased integrity and optimal customer relations. I am extremely pleased to be leading this endeavor.”

Ms. Fiasconaro directs all facets of competitive analysis and testing for *SpencerLab*, including Print Quality, Throughput Speed Performance, Consumable Life and related Cost-per-Print, and User Operability. In addition to creating client-confidential and public reports, she has managed Print Quality Focus Group testing on three continents. “I am extremely pleased to appoint Catherine Fiasconaro as the Director of *SpencerLab*. Cathy has managed the test laboratory for over five years, exceeding client expectations and consistently rising to the ever-changing needs of the industry”, said Mr. Spencer. “With expertise in digital color technology, image print quality, printer architecture, and a broad-based knowledge of the printing industry, Cathy is a significant driving force behind *SpencerLab* and its exemplary reputation.”

Fiasconaro is experienced in office, desktop publishing, and vertical sector applications. She is an active member of the ISO/IEC committees developing Monochrome and Color Cartridge Yield standards, and was an American representative to the JTC1 SC28 Plenary. Fiasconaro has previous experience at companies such as Periphonics and Exxon Corporation, and is a Microsoft Certified Systems Engineer, and earned a BA in Economics from the State University of New York at Stony Brook.

SpencerLab is operated by Spencer & Associates Publishing, Ltd., a premier information technology consulting boutique specializing in the application of Digital Color Technology to all aspects of color imaging. For over a dozen years Spencer & Associates has been providing strategic support to manufacturers in product planning, development, and launch. Color printing workflow analysis, print system selection, and usage optimization services are provided to corporate users.