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For further information, contact:

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

CRN and SpencerLab **Announce Strategic Alliance**

Melville, NY, March 12, 2001 – CRN, a CMP Media publication, and the *SpencerLab* Digital Color Laboratory, a division of Spencer & Associates Publishing Ltd., have announced a strategic alliance to standardize printer testing for the channel. Through the CRN and *SpencerLab* websites, solution providers will have access to the tools used by the CRN Test Center for judging printer speed and quality.

“Under the partnership, the CRN website will host a “lite” version of the software for free downloading. Called *SpencerLab/CRN PQ Lite*, the download includes a .pdf file of multiple test patterns on single page with descriptions for analyzing the monochrome print quality. By using the files in the field, solution providers can evaluate printers using many of the same criteria as the Test Center,” said John Yacono, Director of the CRN Test Center. He adds, “We are very excited about the opportunity to serve our readers in this way, while extending our 10-year relationship with *SpencerLab*, a proven leader in printer-testing technology.”

A link is also provided to the *SpencerLab* website, where solution providers will be able to acquire information on the *SpencerLab/CRN Printer Test Suite*. Created and sold by *SpencerLab*, and endorsed for the channel by CRN, these are the same files as used by the Test Center for the March 3rd roundup of color laser printers. The files are a subset of the files from the *SpencerLab Printer Test Suite*—The *de facto* standard for evaluation of print quality, throughput, and cost-per-page.

“In creating these CRN-endorsed lite versions of the *SpencerLab Printer Test Suite*, a unique and essential tool is being made available to solution providers before full public release” said Catherine Fiasconaro, *SpencerLab Laboratory Manager*. These high-value, color and monochrome test suites support real-world ‘apples-to-apples’ comparisons among printers.”

“Begun in 1991, this association with CRN and CMP Media demonstrates our continuing support of end-users, product evaluators, and solution providers—to facilitate their ability to gain and communicate an accurate understanding of new products as they are introduced—with vendor-neutral analysis tools,” noted David Spencer, President of Spencer & Associates Publishing, Ltd.

CRN and *SpencerLab* are committed to the ongoing exchange and joint programs, as required to meet the needs of the solution provider community. Both companies have an extremely strong presence in the digital imaging field, among both OEMs and solution providers, making this partnership instrumental in supporting the growing need for standardization among comparative printer benchmarks.

About CRN and the CRN Test Center

CRN is the nation's leading trade newsweekly that provides timely industry news and analysis for solution providers, integrators and e-businesses driving the economy. It is the most trusted source of news for 117,500 channel professionals. A media leader in the high-tech industry, CRN provides the most comprehensive suite of online resources: CRN, the site where industry news breaks first; CRN Direct, a daily newspaper that brings personalized news to solution providers' desktops; and CRN News Radio, a daily news broadcast covering the solution provider channel and the industry.

The CRN Test Center is the technology-evaluation department of CRN, providing unbiased product, technology and channel-program analysis specifically targeted at solution providers. The CRN Test Center produces single-product reviews, technology news, technology demonstration at tradeshow, and product roundups featuring channel-program evaluations.

About CMP Media, Inc.

CMP Media, Inc. (www.CMPnet.com) is the leading high-tech media company providing essential information and marketing services to the entire technology spectrum—the builders, sellers and users of technology worldwide. Capitalizing on its editorial strength, CMP is uniquely positioned to offer marketers comprehensive, integrated media solutions tailored to meet their individual needs. Its diverse products and services include newspapers, magazines, Internet products, research direct marketing services, education and training, trade shows and conferences, custom publishing, testing and consulting.

About SpencerLab

The *SpencerLab* Digital Color Laboratory is an independent printer evaluation laboratory 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. Since 1989, Spencer & Associates has been providing strategic support in product planning, development, and launch to manufacturers, and color printing workflow analysis, usage optimization services and print system selection to corporate users. Following strict guidelines in the integrity of both methodology and reporting, *SpencerLab* has developed industry-standard test software, and performs print quality, throughput speed, cost-per-page, and ease of use analyses for printers in all technology classes, from inkjet and laser printer to digital color presses. For more information about SpencerLab and Spencer & Associates Publishing Ltd., please contact by telephone at 631-367-6655, by fax at 631-367-2878, by e-mail at info@spencer.com, visit them on the web at www.spencerlab.com and www.spencer.com