

For immediate release:

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**SPENCER & ASSOCIATES FORMS SALES ALLIANCE
WITH INFORMATIK, INC. OF JAPAN**

Melville, New York – April 1997 – Spencer & Associates Publishing, Ltd. is pleased to announce that it has formed a strategic sales alliance with Informatik, Inc. of Tokyo. Informatik is authorized to sell and distribute Spencer & Associates' information products and consulting services throughout Japan.

According to Informatik vice president Toshio (Ted) Inoue, "We believe there is an increasing demand for in-depth information about color printers here in Japan, where many of the color print engines are developed as well as sold. Spencer & Associates' Study Reports and Test Software are already being used in key laboratories across Japan. We are pleased to be able to provide enhanced distribution and local support."

This alliance coincides with the publication of Spencer & Associates' latest study report, a ***Color Hardcopy Quality Factors (CHQF) Special Edition on Workgroup Color Printers***.

In addition to publishing independent Study Reports and licensing Test Software Suites, Spencer & Associates provides custom consulting to management in Digital Color Technology. The alliance with Informatik will make it easier for both new and existing Japanese customers to receive information about these services and to engage Spencer & Associates custom consulting.

According to David R. Spencer, President and CEO of Spencer & Associates, "We are quite pleased to be able to make our company's products and services more accessible to clients in Japan. Informatik is very highly regarded within the Japanese printer industry. Japan has been our largest market outside of the US, and I believe this alliance with Informatik will facilitate further growth."

Informatik is located at Grande Maison Akasaka 601, 2-17-52, Akasaka, Minato-ku, Tokyo 107.

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