

Star*Key Software Releases Version 5.0 of Print Estimating Software, Presstimator

Brea, California - June 19, 2008 - Star*Key Software, creator of the estimating software program for web offset printers, the Presstimator, has expanded the capabilities of its standalone estimating application.

Version 5.0 of the Presstimator includes comprehensive Profit and Estimate analysis. After applying the desired filters to the Quote/Job History screen, you can click on the Reports button to generate a variety of reports for the Quotes/Jobs currently displayed on the screen. Users can export to Microsoft Excel a complete analysis of the filtered Quote's estimated values compared with the job's actual production results. The **Profit Analysis** report will calculate the actual profit/loss of your filtered Quotes/Jobs by comparing the Actual Costs to your Selling Prices. This analysis will help you determine your actual profit/loss for each Job, and to track your profits by a selected set of criteria (e.g., over time, for a particular customer, by salesman, etc.). The **Estimate Analysis** report will perform a complete analysis of your filtered Quotes/Jobs comparing the Actual Costs to your Estimated Costs. This analysis can help you determine the accuracy of your estimating practices, and to track it by a selected set of criteria (e.g., over time, for a particular customer, by estimator, etc.). This information is displayed in both graphical and numerical formats, utilizing separate Worksheets within Excel. This spreadsheet report is based on a completely customizable Excel template. If you use Harland Simon's PRIMA management system to capture the job's production data, the Presstimator can import those values directly into the entry fields for you.

Version 5.0 also offers:

- **Proofing.** The proofing tab allows the user to enter an unlimited number of customized proofing options (e.g., press proofs, blues, etc.).
- **Finishing.** Use the finishing tab to enter an unlimited number of finishing operations handled by your shop (e.g., poly bagging, onserting, etc.).
- **Multiple Black Ink** capabilities. The user can enter two different types of Black Ink (e.g., Standard or UV) and assign the corresponding cost and usage values to each ink. Users can also indicate a percentage to split the total ink used, if you will be using both of the black ink types entered
- **Salesman Commissions** and **Customer Markup Schemes.** You can link a specific Markup Scheme to a Customer by selecting the desired Markup Scheme on the Billing screen on the Customer List and you can also assign a Salesman to be associated with this customer. Once this Billing information is entered, the corresponding Additional Charges, Markup Scheme and Salesman will automatically be loaded into the Quote when a Customer is selected.
- **XML Export to PRIMA.** If the PRIMA link is established between Presstimator and Harland Simon's PRIMA data collection system, job information from the Presstimator can be automatically imported into PRIMA via XML.

In this new version, the Presstimator's functionality has been expanded to include many features requested by both newspapers and commercial web offset printers. For more information, please visit <http://www.presstimator.com>. In addition to containing FAQ's, product features, sample reports, comparisons to spreadsheet estimating, and ROI discussions, the website offers a downloadable Presstimator Tour. Visitors to the website can also request a free demo disk of the Presstimator.

About the Presstimator

The Presstimator is a web offset printing estimating software application for newspapers and commercial web printers. This print estimating software prompts the user for detailed job specs in a user-friendly interface. Completely customizable costs and settings can be adjusted in Shop Settings to create sophisticated and

reliable estimates. The optional Presstimator Budgeted Hourly Rates module calculates rates to be entered in the Presstimator to ensure overhead expenses are being covered in generated estimates. The Auditor feature helps the estimator avoid mistakes by checking for any missing information, which can help eliminate costly oversights. The Presstimator also incorporates a wide variety of reports that can be generated directly from the estimate, such as Customer Reports, Job Tickets, Estimates vs. Actuals analysis and Materials reports. These reports can not only save time, but they can also help the user track costs and initiate standardized cost studies. Quotes are stored in a searchable database for fast retrieval and easy modification.

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