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Media contact:

Carro Ford Weston
859-771-5091
carrof@earthlink.net

Success of First MPS Decision Maker Conference Validates Viability of Managed Print Services

Attendance exceeds expectation by wide margin; Enthusiastic feedback from participants.

Lexington, KY – May 12, 2009 – Despite a ravaged economy and pessimistic statistics on overall conference attendance throughout the country, the first annual Managed Print Services (MPS) Conference held recently in San Antonio, TX exceeded its target attendance by over 30 percent. Hosted by the Photizo Group, leading research firm specializing in the analysis of the printing and imaging industry, the inaugural conference is a strong indication of the viability of this fast-growing MPS market and the timeliness of a forum dedicated to decision makers and providers.

“We had anticipated a healthy conference attendance, but we were blown away by the actual number of people who showed up,” said Ed Crowley, founder and president of the Photizo Group. “The icing on the cake, for us, was the incredible enthusiasm shown by the participants and staff alike. These MPS professionals - approximately 150 dealers, end users, vendors and infrastructure providers, with 21 sponsors and exhibitors - were all so eager to network and share their experiences and knowledge with each other,” Crowley stated.

MPS decision makers from as far away as Dubai and India attended the conference to gain insight to the developing trends in managed print services and document output management as strategies for sustainable business practices and organizational cost reduction.

One MPS Conference attendee, CEO and President of MWA Intelligence, Inc., Michael T. Stramaglio, commented, "This conference has been absolutely phenomenal, far exceeding my expectations. The presentations were great, well focused and content is exceptional; the amount of companies here is exceptional. This is one big validation for MPS. Next year you better be prepared for a much larger audience."

Aside from the impressive attendance stats, key highlights included a press announcement from Samsung about its new MPS offering, as well as various insightful and well-attended presentations from key players in the MPS community.

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About The Photizo Group

The Photizo Group is the market's main source for ongoing business intelligence about the rapidly growing opportunity of Managed Print Services. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.