

NewspaperDirect Partners with Atlas Media Communications for Newspaper Print-on-Demand in the UAE and GCC

NewspaperDirect's 1,400+ national and international publishers can now offer full-content, same-day newspapers in their original format to their customers throughout the Arab states of the Persian Gulf.

Vancouver, B.C., Canada ([prHWY](http://www.prhwy.com)) March 8, 2010 - NewspaperDirect Inc., the world leader in multi-channel newspaper and magazine content distribution and monetization, announced that it has partnered with Atlas Media Communications in Dubai to provide NewspaperDirect's publishing partners with high-quality newspaper printing and distribution services, with volume flexibility, throughout the United Arab Emirates. Under this partnership, Atlas will print and deliver in the UAE, full-content, DAY A newspapers for NewspaperDirect's 1400+ publishers, in their original format and in full colour, using the latest Screen TruePress Jet520 digital press from Dainnippon Screen Mfg. Co Ltd. and Hunkeler finishing solutions.

The technology will be showcased at the Abu Dhabi Media Summit on March 9-11, after which the service will be rolled out to subscribers, retail outlets and airlines in Dubai, delivering key American, British and European titles on the day of issue, and introducing new, smaller-volume titles to the growing international community in Dubai and the UAE.

"NewspaperDirect is proud to partner with Atlas Media Communications in Dubai," said Alex Kroogman, CEO of NewspaperDirect. "Atlas not only brings over 16 years' experience in the commercial printing and distribution business to our digital print network, its reputation for innovative technology, superior quality and impeccable service make it the ideal solution provider to exceed the expectations of our publishing partners today and into the future."

NewspaperDirect's network of more than 1,400 national and international newspaper titles include The Daily Mail, The Guardian, International Herald Tribune, Le Figaro, Sueddeutsche Zeitung, Frankfurter Allgemeine Zeitung, Los Angeles Times, Washington Post, National Post, El Pais, The Sydney Morning Herald, Il Giornale, Yomiuri Shimbun, to name just a few.

"Being the first to invest in this technology in the region, and the second worldwide, is a great step toward developing an important niche sector in media distribution in the UAE," commented Amit Radia, CEO of Atlas Printing Press. "We chose to partner with NewspaperDirect because of its strength in publisher relations, an unmatched selection of titles and 10 years experience in global Print-on-Demand distribution. I am confident that with our new equipment and NewspaperDirect's operational excellence, we are well poised to completely revolutionise newspaper distribution in this region."

With well-established delivery channels across all six continents, NewspaperDirect's License Partners sell its digitally printed publications to all key market segments, including: hotels, retail, home subscribers, corporate offices, embassies, airports, libraries, educational institutions and major events.

Media resources

NewspaperDirect website: newspaperdirect.com

PressDisplay website: pressdisplay.com

PressDisplay blog: blog.pressdisplay.com/

Facebook: facebook.com/PressDisplay

Twitter: @pressdisplay

Atlas Print and Media

Atlas Printing LLC is a 16 year-old printing company with its head office and print publishing division located in Al Quoz, Dubai and the International Media Production Zone and commercial production facilities located in Al Garhoud, Dubai. With a staffing level of over 225 personnel specializing in the print of publications and magazine work, Atlas is recognized as one of the premier magazine printers in the region. The commercial division specializes in jobs such as stationary, promotional leaflets, brochures print of sales products and high-end corporate literature.

A vast array of equipment ranging from the latest computer-to-plate and pre-press output devices complement the two 16pp heat-set commercial KBA web presses at both locations, eight-colour Heidelberg Presses, and Roland five-colour press with online water-based varnishing. With a complete bindery, Atlas is capable of producing up to 7,000 books and magazines per hour. The complete line-up of finishing equipment ranges from Muller Martini Perfect and Saddle Stitching lines plus UV Varnishing, Gold Foiling, Laminating and a host of other complete ancillary equipments both in digital and offset in position. Atlas can handle short-run commercial to the high-volume magazines runs in excess of 500,000.

Recently, the company invested in a Screen Truepress digital web for printing short-run newspapers for the GCC market, with production commencing in March 2010. With this we cater for printing of all international newspapers such as the The Daily Mail, Daily Telegraph, Le Monde, Irish Times, etc., in short-run quantities for the regional market, with delivery coincident with newspapers in the European market. An associate company of Atlas Printing Press called Atlas Media Communications LLC, which focuses on new media print and technology, is managing this. It has relationships with various strategic partners all over the world to develop niche print and new-media technologies that complement the existing production facilities and with a high value add.

About NewspaperDirect Inc.

NewspaperDirect delivers the world's newspapers and magazines to millions of readers the way they want to receive them -- in print, online, or on their mobile device or e-reader -- wherever they live, travel, work or play. With the most innovative digital publishing technology in the industry and the only zero operational-cost business model, NewspaperDirect is recognized as the world leader in multi-channel content distribution and monetization, and is the chosen partner of more than 1,400 publishers from 93 countries. NewspaperDirect's proprietary technology is the foundation behind its highly acclaimed global distribution services: Print-on-Demand, PressDisplay.com, and its privately branded ePaper solution, SmartEdition.

NewspaperDirect has agreements with more than 1,400 newspaper and magazine publishers from 93 countries around the globe to market, sell and distribute their publications worldwide in print or online. The NewspaperDirect global Print-on-Demand and ND Press network has grown to more than 100 License Partners with over 1,200 print locations in more than 100 countries. This network includes distributors, luxury hotels, cruise ships, yachts, airlines, retailers, libraries and research facilities. In addition, NewspaperDirect prints and distributes newspapers at major business, political and sporting events such as the Olympics and the G8 Summits. Founded in 1999 and headquartered in Vancouver, Canada, NewspaperDirect has offices in London and Düsseldorf.

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