



Advanced Publishing Technology, Inc.
123 Victory Blvd
Burbank, CA 91502
818 557 3035
<http://www.advpubtech.com>

Press Release

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Contact: Diane Duren
Online Product Manager
diane.duren@advpubtech.com

Newspapers generate over \$700,000 in revenue using APT's Contest Applications

Burbank, CA, June 21, 2010 – Since the launch of APT's contest applications, EZ\$Contests and EZ\$Fantasy Racing, newspapers have generated **over \$700,000**. Newspapers have held Baby, Pet, Green Scene, Photo, Valentine's and other contests including the 2008, 2009 and 2010 season of NASCAR® with the EZ\$Fantasy Racing application. The newspapers also generated additional revenue by selling banner ads on their contest site.

Nancy A. Reece at the Kentucky New Era, Inc. said, "Thanks for all your help with our first online "Pet Contest". It was a great success, surpassing all our expectations! We used it as an added component to our annual print pet section. By adding the contest element, we were able to generate four times as much revenue as we had previously with only a print product. Working with you was a pleasure and the set-up and operation of the contest was easy. We're already looking forward to our next contest."

Online revenue is essential in today's newspaper industry. Online contests are an easy and quick way to increase the revenue and the newspaper's bottom line. All of APT's EZ\$ applications are quick to set up and are easy to manage by the newspaper during the contest. APT's EZ\$Sports application, launched this past fall, is designed to add another aspect of the EZ\$ contests and give the newspaper even more opportunities to generate additional revenue and will work with all sports, at any level.

Diane Duren, APT's Online Product Manager said, "We encourage newspapers to give us a call, even if they aren't familiar with online contests or how to start one. We have many revenue generating ideas and sample contests. We want to help make sure that you have a successful contest."

To find out more about APT's EZ\$Contests, EZ\$Fantasy Racing and EZ\$Sports, contact Diane Duren, Online Product Manager at diane.duren@advpubtech.com, 818-557-3035 ext. 114.

About Advanced Publishing Technology

APT is a recognized leader in providing newspaper groups integrated advertising, editorial, circulation and accounts receivable business management systems since 1991. Falcon software is currently installed in over 300 publishing companies worldwide. Find more information on APT at <http://www.advpubtech.com> or call 818-557-3035.

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