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## Product Announcement

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### APT's Newest Version of Falcon Online Classifieds Sets a New Standard in Performance, Flexibility and Reliability

**Burbank, CA, March 28, 2008 - Advanced Publishing Technology's** Online Division has released a new version of Falcon Online Classifieds. The latest version has even more flexibility with step-by-step ad creation which provides end users all the tools and information for customized ad composition. It also includes 100% customizable ad layouts, powerful ROI boosting ad builders and more. If you demand the most from your online classifieds, this system was designed for you.

Falcon Online Classifieds Version 3.1 consists of two individual products that work in concert to provide a robust, easy-to-use, real-time, online classified ad placement interface that integrates with your existing Falcon Advertising Order Entry application. Falcon Online Classifieds and the Falcon RCA Server were recently re-engineered to improve security, stability, performance and usability.

The user interface has been completely rewritten with ease-of-use in mind. With a redesigned screen flow the user experience is improved for both private-party and commercial customers.

Falcon Online Classifieds is hosted at the APT data center, eliminating the need for additional hardware, bandwidth, or third-party hosting expenses at the newspaper. Falcon RCA Server (Remote Client Access) resides behind your firewall and is the "gateway" that securely handles communication between the Falcon Online Classifieds application and your Falcon Advertising production environment.

Version 3.1 is now live at multiple sites and customers are very pleased with the enhanced functionality and ability to increase their online classified revenue.

To find out more about this latest release of Falcon Online Classifieds, contact John Reed, Online Product Manager at [john.reed@advpubtech.com](mailto:john.reed@advpubtech.com), 818-557-3035 ext. 105 or Diane Duren, Online Project Manager at [diane.duren@advpubtech.com](mailto: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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