



PRESS RELEASE

For immediate release

Objectif Lune Opens Their Doors Down Under

Objectif Lune increase Oceania presence by opening new office in Australia

Montreal, Quebec April 16, 2004 - Objectif Lune, a leader in transactional and variable content document management, is proud to announce the opening of a subsidiary in Australia. The office will provide direct sales for the PlanetPress Suite, as well as full technical support, including designing of transactional and variable content documents and certified training in local markets.

"We have been working with customers in Australia and New Zealand for the past few years. As we continue to expand globally, it is essential that we maintain a strong presence in the South Pacific by providing locally supported operations," said Nick Beentjes, Sales Manager of Objectif Lune Australia.

"The PlanetPress Suite technology is utilized around the world, and a local office is extremely important to support clients internationally," said Etienne Leveau, VP International Sales and Marketing of Objectif Lune. "This is consistent with Objectif Lune's strategy of delivering world-class services to all of our clients."

Benefits of PlanetPress Suite Version 4

PlanetPress Suite can be used for many different business activities, from mail merges to documents that dynamically vary in size and shape. Significant cost savings and improved document workflow can be realized. Transactional documents such as invoices or statements that are still being printed on impact or proprietary laser printers can be moved to modern, low cost laser printers and multi-functional devices with no change to the host system. PlanetPress Suite Version 4 is also designed to help businesses perform tasks such as one-to-one marketing in-house by allowing them to highly personalize all communication efforts and to better target their messages towards customers' needs. All documents can also be routed and distributed automatically via email and fax.

About Objectif Lune

Founded in 1993, Objectif Lune Inc. provides software for the efficient design and high-volume printing and distribution of Transactional and Variable Content Documents. The company products are based on the tremendous potential of the PostScript language, which has become a standard in the printing industry. The PlanetPress Suite is currently sold through a vast reseller network. The company has offices in Canada, the United States, the United Kingdom, The Netherlands, Latin America, Japan and now Australia. Additional offices are planned in the near future. In its dedication to help its clients achieve tremendous ROI, Objectif Lune has been recognized by Deloitte & Touche as one of the 500 fastest growing technology companies in North America for the last two years. For more information, please visit our website at www.objectiflune.com.

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