



press release

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FOR IMMEDIATE RELEASE

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Concord Litho Secures Patent for CoverSleeve, A Unique Magazine Cover Format

CONCORD, NEW HAMPSHIRE – Concord Litho, one of the country's leading independent printers, received a patent for its CoverSleeve invention, a tabbed magazine cover format that stores a multipage advertising insert inside.

In today's announcement CEO Peter Cook said Patent No. 6,974,158 was issued to the company and inventor Jerry Westcott, VP of Direct Marketing Services at Concord Litho. It is the first patent for the \$40 million family-owned company, which prints everything from direct mail components and newspaper inserts to fundraising premiums, such as calendars, datebooks, and cards.

"We believe our patented CoverSleeve represents a truly revolutionary advertising vehicle available to magazine publishers and catalogers," Cook says. "We've had great interest from publishers who are seeking a low-cost way to stand out and increase their advertising revenues at the same time."

Publishing giant Rodale's "Prevention" digest-size magazine has been using the Concord Litho CoverSleeve since 2002 with great

success, according to inventor Westcott, who has been with Concord Litho for almost 25 years. Westcott says he came up with the CoverSleeve idea while brainstorming new ways for magazine publishers to generate additional advertising revenue.

"The front and back covers are prime real estate spots for advertising, so I naturally started focusing there," Westcott says. "Combine that with a format that allows a reader to interact with the piece - open up a tab, pull out a value-added insert - and you've got what I thought was a unique spot for premium advertising and a cool way for publishers to generate some extra ad revenue."

"Reader involvement is critical to advertisers and this format encourages that," Westcott says. One "Prevention" ad-awareness study showed that 70% of readers remember the CoverSleeve, pull out the inside contents, and interact with it.

Concord Litho CoverSleeve magazine covers are produced inline on a web press, which prints the piece in a single press pass, and at the same time creates the pocket, folds the inner advertising insert into the pocket, seals it and makes a small perforated



tab so that the insert can be removed from the cover. The format can be produced for digest- or full-size publications, perfect bound or saddle-stitched.

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NOTE TO EDITORS:

A photo of CoverSleeve inventor Jerry Westcott and schematic of the CoverSleeve product, illustrating how it works, is available online at www.concordlitho.com/newsroom or by email request to info@concordlitho.com.

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About Concord Litho

Established in 1958 in Concord, New Hampshire, Concord Litho is a family-owned, full-service commercial printer offering a variety of products and services, including web and sheetfed printing, bindery, and an in-house creative design agency that caters to nonprofit organizations. Clients include AOL/Time Warner, Verizon, World Wildlife Fund, TV Guide, Rodale, Prudential, and the American Heart Association. For more information, visit us online at www.concordlitho.com or email info@concordlitho.com.

About CoverSleeve Inventor Jerry Westcott

Jerry Westcott, VP of Direct Marketing Services at Concord Litho, has 36 years experience in the printing industry, 24 of them at Concord Litho. Also known as "the Print Doctor," Westcott lives in Sanbornton, NH, with his wife, Marie.

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