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Enternet inks deal with Knight Ridder for 27 new inserter control systems at seven major Knight Ridder properties.

Enternet LLC has agreed with Knight Ridder Corporation to install 27 different inserter lines at seven newspapers with its state-of-the-art e3000 inserter control system, replacing their legacy controls. The seven newspapers include two current Enternet users, namely the Philadelphia Inquirer and the Ft. Worth Star-Telegram, as well as five new Enternet accounts: • The Miami Herald • The San Jose Mercury News • The Columbia (S.C.) State • The Contra Costa Times • The Akron Beacon Journal As of this date, the installations of seven lines at Philadelphia are completed, while installations of three lines at Contra Costa, three lines at San Jose, seven lines at Miami, three lines at Ft. Worth and two lines at Akron are in process. The Columbia (S.C.) installation on two lines will be completed in Q4 of 2005.

Enternet's e3000 inserter control system is the gold standard amongst inserter and collator controllers. Fully networked into the newspaper's enterprise network, the e3000 is seamlessly integrated into the newspaper's preprint planning system and provides for sub-zip code zoning and advanced advertiser verification of insertion performance. It's the industry's only control system which includes daily, Sunday and TMC packaging with full demographics and variable imaging anywhere.

Ed Poletti, Director of Packaging for the Philadelphia Inquirer, was attracted to Enternet for many reasons, not the least of which is Enternet's sophisticated management reporting package and its data warehouse, enabling "the kind of reporting capability we need here in Philadelphia to optimize our operations on all our inserter lines. Enternet's datamining functionality is unique and gives us the ability to quickly generate data reporting we need to serve both internal and external constituents."