



2400 Ogden Avenue
Suite 470
Lisle, IL 60532 USA
Phone (630) 300-1800
Fax (630) 300-1801

June 19, 2004

Oklahoma City's Oklahoman now running both its daily/Sunday package and its TMC program on Enternet's sophisticated inserter controls

The Oklahoman, flagship paper of the Oklahoma Publishing Company, has begun producing its daily/Sunday packages and its bi-weekly TMC package on Enternet's CSN inserter control system utilizing its unique BullsEye TMC software. The Oklahoman (www.newsok.com) is the state's largest paper (215 thousand daily/296 thousand Sunday) and publishes a TMC mailer to approximately 225 thousand non-subscriber homes. Production is run at the Oklahoman's packaging center on a 30-hopper Heidelberg NP-630 inserter controlled by Enternet. The Oklahoman joins another Enternet customer, the Ft. Worth Star-Telegram, in producing both subscriber-based product and the non-subscriber TMC package on inserters under Enternet control.

Previously, production of the TMC package had been outsourced to a Dallas-based firm that managed the process on their equipment and used their personnel within the Oklahoman's plant. The Oklahoman took over management of this program and now supervises directly its production of TMC packages on this Alphaliner equipment. However, on runs where the TMC's preprint count exceeds the single-pass capacity of these shorter Alphaliners, now the Heidelberg NP-630 normally used for daily/Sunday packages is used also to produce TMC mailings. "We greatly value the flexibility of being able to control both daily/Sunday packages as well as TMC mailings under the same control system, which only Enternet gives us," said Glenn James, the Oklahoman's Director of Packaging. "We're just getting started, but we expect to increase productivity substantially while reducing our costs per mailing piece - a clear win for the Oklahoman and its advertisers. In the long run, when you spread your equipment, software and training dollars over a larger production base, you drive your flexibility up and your costs down. That's what Enternet has enabled for us."

Debbie Scott manages the Oklahoman's preprint and TMC planning program, now running under the Burt Technologies suite of planning modules (www.burtmountain.com). Debbie stated, "It was really important to us to control this NP-630 line with a system that was flawlessly interfaced to the Burt suite of planning tools, on which we depend so much. Enternet's interface to Burt has worked smoothly and made us productive right out of the gate, from day one." Enternet's Business Development Manager negotiated the deal with the Oklahoman and can be reached at 630-300-1800 should you wish to avail yourself of the premier newspaper inserter and collator control systems in North America and the only one with TMC functionality built in. Enternet LLC is a 25-year-old company that manufactures, sells and services the most advanced newspaper inserter and collator control systems, as well as bindery line control systems and mailing control systems to direct mailers. Other CSN clients include the Houston Chronicle, the Detroit News and Free Press, the Denver Rocky Mountain News, the Ft. Worth Star-Telegram, The Oklahoman, and the Fresno Bee.