

FOR IMMEDIATE RELEASE

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## **SA International Appoints GraphixDirect as the New Master Distributor for North America**

Salt Lake City, UT – July 1, 2009 – SA International (SAi), the leading provider of Solutions for the Professional Sign Making, Digital Printing and CAD/CAM for CNC Machining Industries, appoints GraphixDirect as the master distributor for the Flexi and PhotoPRINT software product lines in the United States and Canada, effective July 1, 2009.

GraphixDirect will function as the main contact point for all Flexi and PhotoPRINT resellers in North America. Additionally, GraphixDirect will handle all inquiries related to pricing questions, product definitions and product feature questions. Graphix Direct is headed by long-time SAi employee and sign market veteran, Steve Ball.

“The decision to appoint GraphixDirect as our master distributor for North America will add focus and strengthen our overall distribution strategy, especially during this challenging economic climate. GraphixDirect’s market knowledge, experience in the sign market and commitment to customer service and support, combined with SA International’s market leading products will enable both companies to better meet the needs of our customers,” states Don Feagan, President and COO, SAi.

“GraphixDirect is very excited to develop this new venture with SAi. Our streamlined processes and extensive experience in the sign industry will help to make this transition as smooth as possible for resellers and users alike. Our mission is to continually provide the highest quality service and support for new and existing dealers,” states Steve Ball, founder of GraphixDirect.

Resellers can expect the transition from SAi to Graphix Direct to be smooth, with no interruption in service.

Please direct all inquiries to :

GraphixDirect  
The SAi connection  
3187-C Airway Avenue  
Costa Mesa, CA 92626  
714-428-0060 phone  
714-428-0061 fax

[info@graphixdirect.com](mailto:info@graphixdirect.com)

[www.graphixdirect.com](http://www.graphixdirect.com)

**About SA International:**

SAi is recognized as a global leader in providing complete, professional solutions for the sign making, digital printing and CAD/CAM for CNC machining industries. The Company's solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production.

Headquartered in Salt Lake City, Utah, SAi has additional offices in Belgium, Brazil, China, Japan, Germany and Puerto Rico.

**For additional information:**

United States and Canada call: 800.229.9066

United States and Canada fax: 801.401.7234

Europe call: +32.2.725.5295

Latin America call: +787.790.6526

All other regions call: 801.478.1900

Website: [www.SAintl.biz](http://www.SAintl.biz)