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SA International Appoints Ms. Judy Heft to Director of Marketing Philadelphia, PA – February 19, 2008 – SA International (SAi), the leading provider of Software Solutions for the Professional Sign Making, Digital Printing, Proofing, and CAD/CAM for CNC Machining Industries, announces the appointment of Ms. Judy Heft to Director of Marketing.

In this position, Ms. Heft will oversee the development and implementation of marketing strategies, initiatives, and public relations. She will work closely with the Marketing department and international sales team to determine market trends and adjust marketing strategies appropriately.

For the last 18 years, Ms. Heft has run the gamut of jobs in the sign making industry, ranging from designing and production in sign shops to reselling materials, equipment and software as a dealer. She has also worked as a Regional Sales Manager and Product Marketing Manager for SAi. Her broad ranging experience, keen marketing sense, and strong leadership have propelled her to the Director of Marketing position.

“With the rush of our upcoming product launches, we need assertive leadership and innovative Marketing tactics,” states Don Feagan, President and COO, SAi. “Judy will be the driving force behind our strengthened Marketing initiatives.”

“I look forward to leading this talented Marketing team and working closely with the international sales team as SAi embarks on many exciting projects,” states Ms. Heft, Director of Marketing.

About SA International:

SAi is recognized as a global leader in providing complete, professional software solutions for the sign making, digital printing, proofing, and CNC machining industries. The Company’s software solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production. Headquartered in Philadelphia, Pennsylvania, SAi has additional offices in Belgium, Brazil, China, Japan, Germany, and Puerto Rico.

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