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**SA International Promotes Mr. Matthew Scher to
Director of eCommerce**

Philadelphia, PA – March 11, 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 promotion of Mr. Matthew Scher to Director of eCommerce.

In his new role, Mr. Scher will lead the design and development of online technologies. He will work closely with Marketing and Product Development to determine online trends and seamlessly integrate future functionality.

Prior to this position, Mr. Scher held the title of Director of Product Management at SAi and was responsible for all new releases of the Flexi and PhotoPRINT Families. It was in this position that Mr. Scher came to personally know sign makers around the world and took a special interest in their interaction with the software and their requirements. Now in his new position as Director of eCommerce, he is applying that knowledge to help meet the daily demands of the sign making market.

“I am happy to announce that Matthew will be taking on the momentous task of providing more online services to our customers while integrating the world’s best sign making application,” states Don Feagan, President and COO, SAi. “His intimate understanding of sign makers’ needs is an extremely important advantage to SAi and our constant drive to improve the user experience.”

“I look forward to expanding the capabilities of our software and enriching our customers’ experiences through new eCommerce ventures,” states Mr. Scher, Director of eCommerce.

About SA International:

SAi is recognized as a global leader in providing complete, professional software solutions for the sign making, digital printing, proofing, and CAD/CAM for 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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