

**Elizabeth Gooding, President of Art Plus Technology,
to Speak at xCelerate North America 2007**

*Session "Getting the Most Out of Your Investment in xPression"
to be held October 22 at The Island Hotel in Newport Beach, CA*

Boston, MA (October 12, 2007) – Art Plus Technology today announced that company president Elizabeth Gooding will speak at the xCelerate North America conference on October 22. In her presentation, Ms. Gooding will examine the key factors shaping the cost savings and productivity gains to be expected when deploying a new composition tool. Attendees will profit from her insights into how to maximize ROI by leveraging changes in work processes and staffing, and how to avoid common, costly traps.

"I've had the opportunity to work with dozens of clients on the evaluation and implementation of document composition tools," Ms. Gooding said. "Though these tools are a key part of the corporate infrastructure, their impact on productivity, customer retention, and profitability are not generally well understood. So I'm looking forward to helping people understand the key components of a good document production process, and to develop good metrics for assessing their current situations."

Ms. Gooding's session is titled "Getting the Most Out of Your Investment in xPression," and it will begin at 2:30pm on Monday, October 22. The event itself is being held at The Island Hotel in Newport Beach, CA. Additional information is available online at www.docscience.com/xcelerate07.

ABOUT ART PLUS TECHNOLOGY

Art Plus Technology helps companies develop and deploy business communications – printed and electronic – that are simple, personal, clear, and effective. A wholly-owned subsidiary of NEPS, LLC, the company is expert in communications management, and combines award-winning design capabilities, process proficiency, market acumen, and technology innovation to help clients orchestrate information for relevant, personalized delivery. Additional information is available online at www.artplustechnology.com or by calling 617-646-4000.