



To Whom It May Concern,

At Ball Media Corporation we feel we have chosen an excellent partner in our Authorized Xerox Sales Agency (Advanced Office Solutions) who we have been working together as business partners for nearly two years. In that period, Xerox and their representatives have helped us grow in the digital print marketplace to be a premier supplier for our customers through the use of Xerox digital technology. There are three things which make Xerox unique as suppliers, their equipment, technical services, and account representatives.

Today at Ball Media Corporation, through our newest division DP (design & print) we are utilizing (2) Xerox DocuColor 250's, a Xerox 4110 and a Xerox DocuColor 5000 digital press. The DC 250's have been excellent performers for our organization as they are extremely reliable, with excellent output quality rivaling that found in press environments. Furthermore, it was an easy piece of equipment to use and learn how to operate, and allowed for immediate growth. As a result of the growth, we leased a second 250 within the first 6 months of our initial purchase. Our 4110 has been nothing short of a workhorse; it is continually pumping out large volumes for us with an extremely low frequency of jams or need for servicing. The DC 5000 is a machine that will allow us to experience significant growth in our business through its variable data capabilities. At the same time it allows us to be truly productive through the ability to auto duplex heavyweight stocks right from the trays, with extremely accurate registration. Our Xerox equipment are more than just machines, they are the tool to our future growth and success through offering the highest quality output and applications that will expand our product breadth and product depth.

Xerox technical services have made it easy for us growing within our industry. Our technicians continually exceed our expectations by delivering timely and quality service, and always go the extra mile. They are quick, reliable, and professional and most importantly are knowledgeable about the digital print industry and the equipment.

Lastly, the representation from Xerox have helped us every step of the way. They have pointed us in the right direction for our finishing department, and have taken a consultative role in guiding us down the path of growth and profitability in the digital print industry. I would highly recommend to any company that is looking for a lasting and satisfying business relationship to consider Xerox and the agency Advanced Office Solutions.

I feel that we have made an excellent decision in choosing Xerox, as it has allowed us to grow our business, increase revenue, profit, and will continually allow us to amaze our customers.

Sincerely,

John Ball
President, Ball Media Corporation