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FOR IMMEDIATE RELEASE

News Release

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Small Business Invests In On-line Marketing Sentinel Launches Re-Branded Website

HEMPSTEAD, NY, November 16, 2009 – Sentinel Printing, a print marketing and graphic solutions company, announced today the launch of their re-branded website www.sentinelinnovation.com. Sentinel provides a number of innovative communication solutions, including graphic design services, digital full color and lithographic printing for high-impact communications, as well as web-to-print.

“In these tumultuous times, it is so important be competitive and stay in contact with customers. We didn’t want our site to be a one-way order-taking portal. The Internet is a highly efficient way to provide for collaboration and permits an on-going dialogue with our clients. We hope our new site encourages businesses to ‘Keep it in New York’ and utilize print provider services that deliver multi-channel messaging solutions,” says Glen T. Boehmer, President of Sentinel Printing.

“Re-branding was done to convey the company commitment of making every job the center of attention. The passion at Sentinel is to deliver an exceptional customer experience. We provide complete project management support from beginning to end ... from creative design and binding options ... to data integration with respect to cross-media marketing,” says Stephen J. Hassett, Chief Operations Officer.

Through the website, customers can sign up to receive periodic newsletters and emails that have relevant information about the print marketing industry. Sentinel white papers provide valuable information on how to improve communications and reduce costs. We’ve made it easy for customers to request estimates, submit projects and learn how to maximize their print marketing budget.

About Sentinel: A print marketing and graphic solutions company. Sentinel Printing Company is a division of Hempstead Sentinel Inc. established in 1858. Sentinel has more than 150 years of technological innovation, generational print production knowledge and experience to draw upon. Our mission is to vigilantly apply our brightest ideas to each project and deliver results beyond our clients’ expectations. We support a wide range of marketing communications and provide exceptional customer service.



We are a committed provider of green print solutions and managing environmental matters is an integral part of our business. For More Information on our Environmental Management System, Visit Our Site www.sentinelinnovation.com

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