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**SA International Promotes Mr. Eyal Friedman to VP, Technical Services**

**Philadelphia, PA – June 22, 2007** – SA International (SAi), the leading provider of Software Solutions for the Professional Sign Making, Digital Printing, Proofing, and CAD/CAM for CNC Manufacturing Industries announces the promotion of Mr. Eyal Friedman to Vice President of Technical Services.

Prior to this position Mr. Friedman held the position of Director of Professional Services and Support for SA International. He joined SA International in 2000 serving as a Technical Support Rep. for the SAi Europe office and he recently rejoined the company in January 2004 serving as the Professional Services Manager. Prior to SA International, he served as a Sales and Technical Support Rep. for Chemical Technical Supply ("CTS") and has also held the position of Application Engineer for MATAN, a digital printer manufacturer.

In this position, Mr. Friedman will continue to be responsible for the Technical Support, Professional Services and Quality Assurance departments.

"This promotion is well deserved to Eyal Friedman," states Don Feagan, President and COO, SA International. "His technical and color management expertise is an extremely important advantage to SA International and our consistent software development pushing SAi's products ahead of the competition."

**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.

**For additional information:**

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