



**Contact:**

John Mazzocco  
Bluedot Communications  
503-702-6811, john@gobluedot.com

**Pre1 Software Co-Sponsors 30<sup>th</sup> Annual Association for Alternative Newsweeklies Convention In Portland**

*Local software company to co-host more than 500 alternative press from across the country June 14-16, 2007*

Portland, OR—June 7, 2007—Pre1, the Portland-based software company that developed SmartPublisher™, used by numerous alternative weekly newspapers, will be co-hosting the Association for Alternative Newsweeklies' Annual Convention June 14–16. Over 500 alternative press publishers, editors, sales managers, CFO's, design and production managers, and web personnel are expected to attend.

Pre1's SmartPublisher™ software integrates and automates the publishing workflow, and is used by over 50 alternative newsweeklies across the nation. In addition to serving the alternative newsweekly community, Pre1's software suite is used by various daily newspapers and monthly magazines for customer relationship management (CRM), display and classified order entry, accounts receivable, print and web publishing, and management tools.

"We're excited to be a sponsor of the Association of Alternative Weeklies Annual Convention again. This year's conference is significant for Pre1 because it's being held in our hometown, and so many of our clients will be in attendance," said Jim Abeles, CEO and Co-Founder of Pre1. "It allows them to get to know us better, and we can show off the great city of Portland, adding our own personal touch to the conference."

This year's conference brings over 40 keynote speakers to Portland, including Arianna Huffington, Jim Hightower, Oregon Senator Ron Wyden, and a number of national alternative weekly personnel, and communications, design, and advertising executives. Exhibitors will be promoting their products and services, and attendees are invited to participate in scheduled events around town, including a ride on the OHSU tram to a cocktail reception, a hike in Forest Park and a "jam session" at Tugboat Brewing Company hosted by Pre1 Software.

The 30<sup>th</sup> Annual Association of Alternative Newsweeklies convention is being held at the Hilton Portland & Executive Tower. Online registration for AAN members as well as nonmembers and groups is available at [www.aan.org](http://www.aan.org).

**About Pre1 Software**

Pre1 Software is the developer of SmartPublisher™, a suite of software tools for newspapers and magazines. Since 1999, SmartPublisher™ has been implemented at more than 300 publications including dailies, weeklies and monthly magazines. Pre1 Software is a 10-person, privately held company based in Portland, Oregon.

**About Association of Alternative Newsweeklies**

The Association of Alternative Newsweeklies (AAN) is the trade organization for the alternative newspaper business. AAN is a diverse group of 125 non-daily free-circulation papers that are distributed in all of the major metropolitan areas of North America. Each paper has a distinct, local identity that sets it apart from the mainstream press in its market.

####