



HP and Lightning Source Produce Mark Hoog's "Letters from Katrina"

NEW YORK, Aug. 28, 2007 – HP today announced its co-sponsorship of a unique self-published book, "Letters from Katrina," written by motivational speaker and airline pilot Mark Hoog.

The book, printed on HP Indigo digital presses by another of the book's co-sponsors, Lightning Source, features the full-color original artwork of children affected by Hurricane Katrina, as well as their first-hand accounts of the 2005 natural disaster in the form of their real-life pen-pal letters.

"Letters from Katrina" also includes photographer Kimberly Lemaire's images of the book's contributors. The book is making its debut at the HP Imaging and Printing Group "Print 2.0 Extending the Power of Print" conference, as well as at an Aug. 29 event in Mississippi.

The book is inspired by a program started by Hoog and his nonprofit, Children's Leadership Institute, to connect students from different parts of the country as pen pals with Mississippi elementary students affected by the hurricane. "Letters from Katrina" is a collection of powerful memories and overwhelming circumstances, as seen through the eyes of children, and brought to life through their crayoned pictures, photography and words.

All proceeds from the book benefit the Katrina College Endowment – a nonprofit program established with the goal of offering every grade school child in Hancock County, Miss., affected by Katrina a free college education.

Lightning Source, a leading U.S. provider of digitally printed books on demand, is producing the books on HP Indigo presses in its LaVergne, Tenn., facility.

"HP is proud that its digital technology is being used to showcase the powerful work Mark Hoog is doing to help the communities affected by Katrina," said Rich Raimondi, vice president and general manager, U.S. Graphic Arts Business, HP. "Using the offset quality available with HP Indigo digital color presses, people like Mark are able to publish colorful, thought-provoking works almost immediately to make a difference in the lives of others."

Self-publishing: faster returns for a good cause

Inspired by the loss of a friend flying as captain on flight 93 during the 9/11 tragedy, Hoog has also self-published the "Growing Field" series of children's personal growth and leadership books. As with his other texts, Hoog chose to self-publish "Letters from Katrina" instead of going through a traditional publisher because of the enormous time

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savings and outstanding quality now available in digital printing. From conception to publication, Hoog was able to publish "Letters from Katrina" in a few months.

"The submission process through a traditional publisher can be excruciatingly long and the time frame to get this book published would have diminished its impact," said Hoog. "I wanted to help Katrina survivors in the immediate future and through the self-publishing capabilities of Lightning Source and HP, not only have I saved valuable time, but the quality of the books is equal to or better than books printed by a traditional press."

HP customer Lightning Source, a true innovator in on-demand publishing solutions, manufactures books worldwide. Most of its orders are for smaller quantities of books. In a typical month, Lightning Source will print more than 1.2 million books, with an average print run of 1.8 copies.

Color covers, as well as books with color and mixed monochrome and color content, are printed on a fleet of HP Indigo press 5000s and w3250s housed in its Tennessee and Pennsylvania plants. The company also uses HP Indigo technology to produce books on demand in the United Kingdom.

"Lightning Source is delighted and honored to manufacture Mark Hoog's book 'Letters from Katrina.' We hope this will contribute to the wonderful endowment created for the children of Hancock County," said J. Kirby Best, president and chief executive officer, Lightning Source. "By using Lightning Source book manufacturing solutions, Mark has more options than ever before to bring books to market economically and successfully. The simplicity of the process, the speed of Lightning Source, the quality of the books manufactured and the earning power on-demand solutions afford Mark make this project a win-win for all involved."

As of this week's launch, interested readers can purchase "Letters from Katrina" online and anywhere books are sold. Hoog and Lemaire also will be participating in an Aug. 29 book signing event at the Barnes and Noble in Gulfport, Miss.

More information about the book and the Katrina College Endowment is available at www.lettersfromkatrina.com. More information about Hoog's self-published Growing Field book series is available at www.growingfield.com.

About HP

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