

FOCUS ON

Bowne Financial Print

Tuesday, October 18, 2005

MESSAGE FROM THE REGIONAL PRESIDENTS

“Keeping Our Eyes on the Ball”

In this issue of *Focus on FP*, you'll be “meeting” Allan Friedman, our National Coordinator for Bankruptcy Sales, learning about recent success milestones for BowneFile16®, how aggressive marketing efforts undertaken by Bowne of Canada is paying dividends, the roll-out of a new and improved BowneNet and a refocused initiative to streamline our operations and keep our eyes focused on our customer.

If we had to pick a “theme” for this issue, it would be “keeping our eyes on the ball.” Now that we're in the last quarter of 2005, we should first and foremost make sure that we continue to meet our clients' needs. The work that Marc Dabal, the new Director, Financial Print Operations, will be focusing on will be a key component in our renewed focus on customer satisfaction.

Marc will be directing the overall implementation and administration of all FP Customer Service work processes, standards, policies and procedures. This includes ensuring that efficiencies are created and that compliance is uniformly achieved across the business unit via established standards. Marc will be working closely with the Sales, Marketing and Technology organizations to make sure they are all working together to delight our clients. He will also be communicating the changing needs of our clients to the Composition and Manufacturing Platforms. You can read more details on Marc's new role in the “Customer Service and Operations” section of this issue of *Focus on FP*.

Let's all wish Marc much success as he undertakes his important new responsibilities. More importantly, let's all make sure that we keep clients' needs “top of mind” as we perform our day-to-day jobs.

-- Ray Batt, Bill Lee, Bill Penders and Jeff Wyatt

LEADERSHIP PROFILES

In the next several issues of *Focus on FP*, we will be featuring Leadership Profiles on all of our sales specialists for vertical markets. In this issue, we're featuring ...

Allan Friedman – Vice President, Sales; National Coordinator – Bankruptcy Sales – Bowne of Cleveland

Professional Experience

Allan has been in financial printing for over 27 years. He joined Bowne as a Sales Representative in Cleveland in 1990. Prior to that, he had been with Renaissance Printing in Detroit as the head of operations, controller and then sales. In addition to his responsibilities as

a salesman in Cleveland, Allan has spearheaded Bowne's National Bankruptcy Practice for the last five years. His first job was as a proofreader for a printer on Queens Boulevard, when he attended Queens College in New York City.

Interests Outside of Work

First and foremost, Allan is a family man. Currently, he has two sons attending college. Ari is studying at the University of Michigan and Jason at Northeastern in Boston. That leaves Allan to be the primary care giver for their family dog, Manny. Allan enjoys reading books that cover various levels of philosophy, history and myths surrounding the building of civilizations. For the last 10 years he has attended annual week-long retreats to remote areas of the northern Canadian wilderness.

Most Influential Historical Events

"As an avid reader and sometimes writer, there were numerous tragedies such as the assassinations of President John F. Kennedy and Martin Luther King and other world events of the tumultuous 1960s that woke me up to the fact that there was more going on in the world than just the events surrounding my personal life."

Role Models

My grandfather – who emigrated from Poland before World War I and helped build the carpenters' union in New York City. Also, Joseph Campbell, who was one of the greatest historians and understood how civilizations were built.

Favorite Thing about Working at Bowne

"As George Castanza on *Seinfeld* once said: 'The hats.' It has always amazed me how projects are won and how the various professionals from different departments and at different levels of seniority work together, playing many roles and wearing different hats. When push comes to shove, we all do whatever it takes to get the project done. It really is an amazing myriad of minor miracles."

MARKETING

BowneFile16® Surpasses 700 Clients

FP Marketing is pleased to announce that BowneFile16® has surpassed the 700 client mark. Of those clients, over 450 are in the 11-25 reporting owner tier. 24% of BowneFile16 clients are also clients of Bowne 8-K Express™. Roughly a third of the clients use their credit cards to purchase the service. Regionally, the Northeast represents the highest percentage of users at 36%. This is followed by 28% in the Central Region, 22% in the West, 13% in the Southeast, and 1% each for Canada and International.

The Product Specialists do a great job presenting the product and selling the service to their clients in their respective region. The BowneFile16 home page gets about 1,000 hits per week, with the first two days of each month the busiest for the period. On average, there are 2,700 forms filed per month, about 10% of the SEC's average monthly receipt of forms. The 2,700 forms per month statistic represents an 11% increase over the monthly filings for BowneFile16 in 2004. BowneFile16 has experienced a 21% growth rate in clients from 2003 to 2004.

Our Self-Filing Help Desk, noted for its exceptional service, has a flawless reputation with our clients and continues to be the most complimented aspect of our product in client surveys. All of Bowne, but especially Help Desk Manager, Kevin Harris, Help Desk employees, Julia Schiptsova, Stefan Cline, Eric Izzard and Erik DeLay should be commended for exceptional service to these 700 clients!

Bowne Investment Management to Launch New Release of FundSmith® and Customized Investor Books at NAVA Conference

Bowne Investment Management will be launching a new release of FundSmith and Customized Investor Books (CIB) at the National Association of Variable Annuities (NAVA) Conference in New York City, October 23-25, 2005.

NAVA is the perfect place to launch CIB because of its usefulness in creating customized Variable Annuity shareholder reports. Bowne will have new sales material available at the show that will be distributed to our salespeople after the event. These materials will introduce new marketing positioning focused on customer service and our overall service focus.

The new Customized Investor Book application will be serviced out of Canada. New workflows have been defined and will be rolled-out to Customer Service in November and December. If you have a prospect for Customized Investor Books, please contact Eric Ballentine or Jeff Phillips for help in presenting our solution.

A new release of FundSmith, with such features as automated double entry accounting of the general ledger, improved classifications for securities, faster import functionality, and increased security features, will also be introduced at NAVA. Bowne will also have new FundSmith sales material available for the show that will be distributed to salespeople after the event. If you have a prospect for FundSmith, please contact Charlotte Crain or Jeff Phillips for help in presenting our solution.

Canada: Turning the Tables Up North!

In an effort to drive market share upwards, Bowne of Canada has revitalized their focus on the law firm market. Here are just some of the events and highlights from our co-workers up north:

- *Traditional client golf tournaments* (Calgary – 7th annual, Toronto – 4th annual, Montreal, 2nd annual) – Bill Penders and Dave Shea attended the Montreal tournament this year, lending the support of the Bowne and FP Leadership teams to Bowne of Canada's revitalized law firm marketing efforts.





- *Dart Tournament in early June in Toronto* – This event was co-sponsored with Bowne by *Lexpert Magazine*, Canada’s leading source of news and information about the business of law. The event was a huge success, with 20 Bay Street law firms each entering a team. John Part, world dart champion, officiated the event and provided instructions and demonstrations. The final match came down to Stikeman Elliott LLP vs. Torys LLP, with Torys throwing the winning shot, a double 18! At stake was a \$5,000 contribution from Bowne towards a charity of choice. Torys chose “The Daily Bread” food bank. Both Stikemans and Torys wrote follow-up editorials appearing on a double page spread in the September issue of *Lexpert*.



- *Law Firm Needs Analysis Focus Groups* – This initiative began this year in Calgary with three law firms participating thus far. Honest and interactive sessions have included all Calgary staff members and have reinforced Bowne’s service commitment to each of these law firms and, in one case, re-opened a previously closed door. The bottom line: make the lawyer’s job easier – they want a service provider that adds value to the process, rather than stress. Together, we are both serving the issuer and can each benefit by working better together.
- *Other events* – Smaller and more intimate client facing activities across Canada this year have included a wine tasting event, weekend golf trips, day trips to the spa, family event at the Calgary Stampede, and outings to select US PGA golf tournaments.

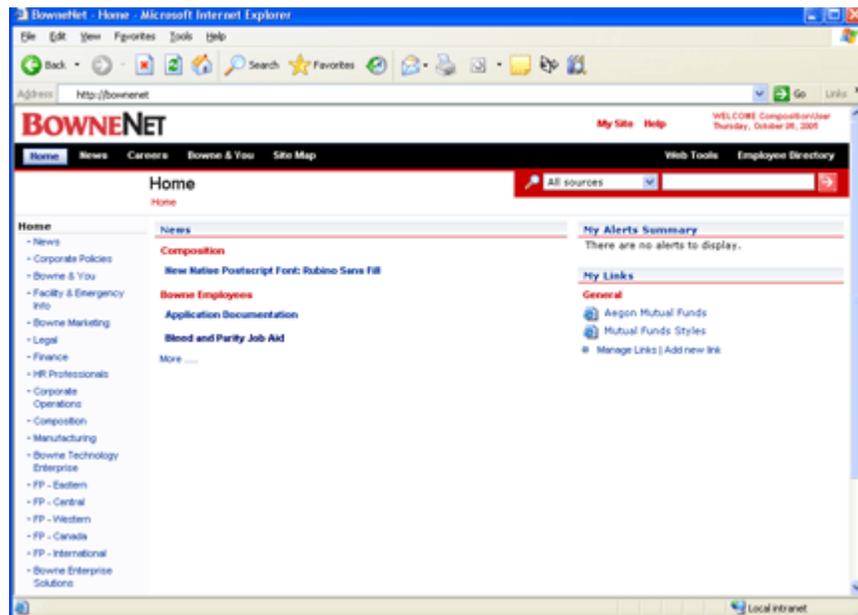
Results of all of these marketing efforts are paying off:

- Canadian market share YTD (August '05) – 45%, an **increase** of 6% over 2004.
- Market share YTD (August '05) for Calgary at the three law firms mentioned above:
 - 1) Bennet Jones - 64%, Bowne **remains dominant**
 - 2) Blake Cassels & Graydon - 60%, an **increase** of 60% over 2004
 - 3) Burnett Duckworth Palmer - 19%, an **increase** of 16% over 2004

TECHNOLOGY

Renewed BowneNet Demonstrated; System to be Rolled Out in 4Q05

A pre-production version of Bowne's renewed corporate intranet, BowneNet, was recently demonstrated to the BowneNet Steering Committee and BowneNet Content Managers across the company. Initial feedback about the system has been positive. The project team is now working with the Content Managers to make adjustments to the system and prepare content for migration from the existing system.



Some business functions, such as Composition, are critically dependent upon BowneNet. The existing system is at-risk because it operates on unsupported technology that is susceptible to crashing. This means that any business or functional area that depends upon it is exposed to risk. The primary objective of the current BowneNet project is to get the most critical content off the current system and onto a new BowneNet built on technology that can grow with Bowne.

BowneNet will come on-line in the fourth quarter of this year. After critical content is stabilized on the new system, new capability will be brought on line every quarter. The renewed BowneNet (launching next month) will eventually become the platform for us to view and integrate information from various systems whose business processes are well documented.

Meanwhile, stay tuned for more information about the new-and-improved BowneNet – coming soon to a workstation near you!

CUSTOMER SERVICE AND OPERATIONS

Marc Dabal Named Director, Financial Print Operations

Position Focuses on Implementation of All FP Customer Service Processes, Standards, Policies and Procedures

Marc Dabal was recently promoted to the position of Director of Operations, Bowne Financial Print. Reporting directly to Bill Penders, Marc will focus his attentions on directing the overall implementation and administration of all FP Customer Service work processes, standards, policies and procedures. This includes ensuring that efficiencies are created and that compliance is uniformly achieved across the business unit via established standards.

Marc will also act as the FP liaison to the Composition and Manufacturing Platforms and the Bowne Senior Management Team to ensure across-the-company delivery of the highest quality customer service.

“Marc will be responsible for developing and directing a comprehensive approach to servicing our clients and managing our business,” said Bill Penders, President, International Region and Bowne Investment Management. “It’s all about keeping our focus on our clients and making sure our processes and structure are continuously realigned to best meet their changing needs.”

“I’m thrilled to be a part of this revitalized focus on our clients’ changing needs,” said Marc Dabal. “By centralizing the responsibility for directing operations across FP, we’ll have much more operational flexibility and help to promote workshare and streamline our processes. A key element of this initiative will be to enhance communication and training for Customer Service Representatives on both new and existing products and services.”

“I’ll be working closely with the Sales, Marketing and Technology organizations to make sure we’re all pulling in the same direction. I’ll also be communicating the changing needs of our clients to the Composition and Manufacturing Platforms,” Dabal added.

Specifically, Marc will be:

- Directing the implementation of new work processes standards and systems for all FP regions. This will include evaluating and monitoring new processes, systems and procedures and working with the Platforms to develop and implement solutions.
- Creating a strategy and business case for efficiencies gained from consistent adherence to standards by monitoring and evaluating compliance.
- Defining the Customer Service requirements for the redesign of the BOSS system and acting as the FP point person for the redesign team.
- Managing training programs for all new products and technologies, including BOSS, BITS, ACE and Bowne 8-K Express™, to name just a few. This will help to keep FP’s focus on our clients as priority one.
- Directing the client survey process, including trends analysis.
- Continuing the development and implementation of the FP Real Service initiative, ensuring that high levels of customer service are maintained and are consistent from site to site.

Updates on progress in process and procedure streamlining efforts will be found in future issues of *Focus on FP*.

RECENTLY RELEASED SALES TOOLS

Here is this month's list of sales support materials that were developed since the last *Focus* was published. Where appropriate, listings are hotlinked to a PDF of the actual item on BowneNet Marketing or Bowne.com. If you have any questions about any of these deliverables, please do not hesitate to call Bill Coughlin (contact info below).

[FP Capabilities Sell Sheet \(August 2005\)](#)

This new sell sheet highlights FP's solutions and services, including Bowne Deal Room Express(TM), Bowne 8-K Express(TM), BowneFile16(R), Bowne 6-K Express(TM), FundSmith(R) and SecuritiesConnect(TM). It also provides overview information on our mutual fund services, corporate compliance solutions, international services and more.

[Marketing Event Playbook](#)

With the advent of several internal SEC Update events in the planning process, Financial Print Marketing has assembled this "Event Playbook" to aid your local event marketing efforts. It is intended to provide a summary of the marketing support available to the regional and local marketing teams for events and includes useful and event-tested information and tools, including best practices, email templates and an event planning timeline.

[Sales Letter, Offering North American Private Equity in Review Publication](#)

Use this letter to offer your clients a copy of the July 2005 "North American Private Equity in Review" Publication.

[Securities Offering Reform: Final Rule](#)

An aid to preparing for practice under the SEC's recently adopted securities offering reform rules, effective December 1, 2005.

[Bowne & Co., Inc. Fact Sheet \[August 2005\]](#)

"Special" version which can be personalized. U.S. Letter Size.

[SEDAR Tips Sell Sheet](#)

Designed to increase the efficiency in which clients submit documentation to Bowne for SEDAR filings. Provides filing deadlines and helps to increase levels of client satisfaction.

[SEDAR Fees Sell Sheet](#)

Designed to assist clients in calculating fees associated with annual financial statements and annual information form filings.

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