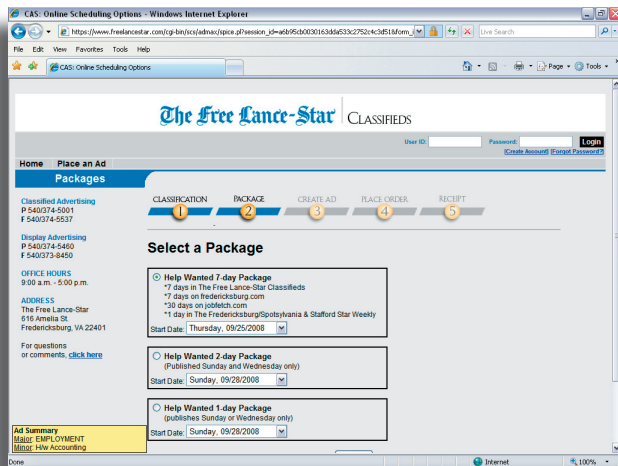




► The Free Lance-Star Turns to SCS for New Online Classified Services



The Fredericksburg (VA) Free Lance-Star (circulation: 45,627) has installed a customizable online classified system from Software Consulting Services, LLC (SCS). SCS introduced this new online system, called Community Classified Services (CCS), early in 2008 as the first phase of a collection of web-enabled self-service systems, Community Advertising Services (CAS). *The Free Lance-Star* uses CAS/CCS for online order entry in its Fredericksburg/Spotsylvania and Stafford Star Weeklies as well as in the flagship daily paper.

CAS/CCS encompasses the entire classified order entry process. Anyone can order and design classified ads online. Advertisers can write ad copy; add logos, borders, pictures, and graphics; select special typographical effects; and see a print-ready ad preview.

Pull-down menus for scheduling packages and for classification-specific prompts, such as for cars and real estate, streamline the order entry process. For payment, CAS/CCS supports real-time credit card authorization so advertisers can complete their transactions quickly and securely. CAS/CCS is fully integrated with AdMAX. Packaging, pricing, contracts, composition, etc., for the web are maintained in AdMAX, not in a separate system.

The Free Lance-Star's CAS/CCS system has been fully implemented and is available to potential advertisers at the newspaper company's web site www.fredericksburg.com (select the Classifieds option from the header and then locate the link to place a classified order online). CAS/CCS has the flexibility to conform to each publishing site's style, rate tables, classifications, and other site-specific information. For advertisers, CAS/CCS features an ad summary at the bottom left throughout the online ordering process, displaying the advertiser's current selections and total cost.