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**SA International Appoints Annette Plummer to EnRoute Marketing Manager**

Salt Lake City, UT – March 17 , 2010 – SA International (SAi), the leading provider of Solutions for the Professional Sign Making, Digital Printing and CAD/CAM for CNC Machining Industries, appoints Annette Plummer to EnRoute Marketing Manager.

Annette has a broad range of sales engineering and product marketing experience with a variety of manufacturing companies that include robotic welding, factory automation and electronics. Since 1995, she has been engaged in e-marketing, helping organizations use the power of the Internet to provide timely and accurate information customers need to make decisions and solve problems.

Annette’s role at SAi will be to strengthen the company’s online presence as the woodworking and sign making industries rebound and to support the EnRoute product expansion into the fabrication market.

“Within SAi is a wealth of application knowledge,” states Annette. “I look forward to developing an online community for EnRoute users where they can ask questions, share ideas, and benefit from the extensive expertise of the EnRoute product team.”

“Annette’s appointment represents a shift in the way we communicate with resellers, end users, and everyone else involved in the industry,” states Don Feagan. “Her experience with online marketing in the machining industry are vital to EnRoute’s success. We’re very excited to have Annette on board.”

**About SA International:**

SAi is recognized as a global leader in providing complete, professional solutions for the sign making, digital printing and CNC machining industries. The Company’s solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production. Headquartered in Salt Lake City, Utah, SAi has additional offices in Belgium and Brazil.

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