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SA International Launches Social Media Resource Pages

Salt Lake City, UT – May 3, 2010 – SA International (SAi), the leading provider of solutions for the Professional Sign Making, Digital Printing and CAD/CAM for CNC Machining Industries, has launched several resourceful product pages on Facebook.

The pages feature training videos, photos, links to industry articles and videos, discussion topics, answers to questions, and promotions. SAi also plans to use the sites as tools to listen to customer feature requests and bug reports. “Fans” are highly encouraged to participate and interact with SAi and each other.

Two full-time marketing managers are dedicated to online marketing, updating the pages, and building relationships through online communities. Additionally, several members of the product teams, such as technical support and product managers, are involved in answering questions, leaving comments and adding content.

SAi’s social media resource pages can be found by logging into www.Facebook.com and searching for *FlexiSIGN – North America, EnRoute Software, PhotoPRINT – North America, The Bad Wrap, SignTracker,* and *SA International*.

“The resource pages on Facebook offer SAi the chance to interact on a more personal level with all of our customers, while strengthening our relationships with each other, the industry and the product,” states Don Feagan, President and COO, SAi. “Until recently, technical support was the only interaction most people had with a company, and it was usually when they had a problem. Now everyone is welcome to ask a question, start a discussion, or submit a request. And it’s fun and proactive.”

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.

For additional information:

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