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**PLYMOUTH-BASED ADVANCED DUPLICATION SERVICES ACQUIRES  
DIGITAL EXCELLENCE LLC AND PRECISION POWERHOUSE**

***New Company to Operate Under the Name of "The ADS Group"***

***Combined Companies To Offer Customers More Resources Under One Roof***

(Plymouth, MN –October 23, 2006) – Advanced Duplication Services, LLC, (ADS), a Plymouth-based provider of optical media products, today announced that it has acquired St. Paul-based Digital Excellence, LLC, (DE) and Minneapolis-based Precision Powerhouse (PPH). In addition to the acquisitions, the company also announced an unprecedented capital investment program and significant expansion plans of its Plymouth facility. Financial details of the acquisitions were not disclosed.

"The optical media industry has never been more competitive," said Gary Bougie, President of ADS. "The acquisition of Digital Excellence and Precision Powerhouse will allow us to offer our clients expanded product and service offerings, including video and audio production services. We're excited about positioning ourselves for greater growth," said Bougie.

Joining him in announcing the merger was Dick Stevens, President of Digital Excellence. "The integration of our companies will bring together the best resources in optical media," said Stevens. "Joining The ADS Group creates new opportunities to serve our customers and create a standard of performance unmatched in the industry," he said. Stevens will continue as President of Digital Excellence and will join the executive management team of The ADS Group.

- ADS announced today that it has acquired DE and PPH.
- The acquisitions will double The ADS Group's CD and DVD capabilities while adding offset and authoring and encoding services.

Representatives from Precision Powerhouse also expressed excitement about the merger.

“Joining forces with ADS allows us to offer more products and services than ever before,” said Dan Piepho, President of Precision Powerhouse. “We’re excited to utilize this partnership to find even better ways to serve our customers,” he said. Piepho will continue as President of Precision Powerhouse and will also join the executive management team of The ADS Group.

In addition to the acquisition, ADS has announced plans for the expansion of its existing Plymouth facility and a major investment in technology. Its planned state-of-the-art modernization program will double The ADS Group’s CD and DVD manufacturing capabilities while adding high technology offset printing and authoring and encoding services. “We’re making a significant investment in leading-edge technology to position The ADS Group as the foremost provider of optical media services in our market segment. It demonstrates our continued commitment to excellence and customer satisfaction,” said Greg Schoener, Vice President of Quality and Technology for The ADS Group.

#### **About DE**

Founded in 1954, Digital Excellence offers CD, DVD, video and audiocassette duplication and packaging services to clients from coast-to-coast, including trade, educational, religious and technical publishers and marketers of spoken word and musical recordings and videos. DE is among the largest producers of language recordings in the United States. For more information visit [www.digx.com](http://www.digx.com).

#### **About PPH**

Precision Powerhouse is a Minneapolis-based company that produces, corporate, interactive and active media presentations for sales, training, education and entertainment. Over the past 23 years, Precision Powerhouse has produced award-winning productions for hundreds of companies including 3M, Target, EcoLab, General Mills, Honeywell, American Express, The Learning Company and EMI/Capitol Music. For more information visit [www.power-house.com](http://www.power-house.com).

#### **About ADS**

For nearly 17 years, Plymouth-based Advanced Duplication Services (ADS) has earned a strong reputation offering complete media manufacturing solutions---from mastering and replication through printing, packaging and delivery of DVDs and CD’s. With state-of-the-art processes and equipment, ADS’ unparalleled quality and quick turn-times are virtually unmatched in the industry. The company has offices nationwide and the ability to ship product throughout the world. For more information visit [www.ads-cd.com](http://www.ads-cd.com).