



**FOR IMMEDIATE RELEASE**

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## **Dagda Mor Media Launches *VoIP Business Weekly* using Cadmus 3Path™ Digital Content Delivery Solution**

**Richmond, Virginia (May 19, 2005)** – Cadmus Communications Corporation (NASDAQ/NM: CDMS) announced today that Dagda Mor Media recently launched a new publication, *VoIP Business Weekly* (VBW), utilizing Cadmus' dPub™ and 3Path™ solutions for digital content delivery. VBW, focused on the growing Internet Telephony industry, is published 44 times annually. Print and digital editions are published 22 times each year on alternating weeks with unique content in each version.

"We launched VBW organically without any new investment, so it was important that we find a cost-effective way to build circulation," stated Robert Titsch, President of Dagda Mor Media. "We have reduced our production and distribution costs significantly by alternately publishing a print edition and a digital edition every other week. Utilizing dPub and 3Path allows us to achieve our goal of delivering breaking news and up-to-date content to our subscribers each week, even in the launch phase. Cadmus is unique in its ability to provide this comprehensive multi-channel distribution solution for both print and digital publication."

"Dagda Mor Media's decision to launch VBW with a mixed print and digital delivery strategy is very innovative. Readers receive the news they need delivered on a weekly basis, but Dagda Mor is saving considerably on start-up costs," commented Hai Tran, Executive Vice President of Business Development. "This dual launch strategy will allow VBW to more closely connect their web and print content as well as to gauge reader response to the two formats and delivery options. Moreover, by selecting 3Path as the delivery solution, Dagda Mor is building a digital community that it can leverage for other potential revenue opportunities."

dPub is an enhanced digital version of the printed communication that utilizes Adobe Reader® and adds customized navigation tools, embedded links and/or multi-media. 3Path is a digital delivery solution for delivering dPub or other content – of any file type or size – directly from the publisher to the desktop of the reader. 3Path and dPub can create a highly personalized, rich media experience for the end user by enabling a direct communication channel with the publisher.

The latest issue of *VoIP Business Weekly* can be found at <http://www.voipweekly.com/>.

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### **ABOUT CADMUS**

Cadmus Communications Corporation provides end-to-end, integrated graphic communications services to professional publishers, not-for-profit societies and corporations. Cadmus is the world's largest provider of content management and production services to scientific, technical and medical journal publishers, the fifth largest publications printer in North America, and a leading national provider of specialty packaging products and services. For more information about the innovative technologies and products developed for publishers by Cadmus, visit [www.cadmus.com](http://www.cadmus.com).