



Contacts: Jennie Olson
Product Software Manager -
Software Marketing
Smead
p. 651-480-5488
jennie.olson@smead.com

Jerry VanLoozen, CDIA
Director, Integrated Document
Solutions
Walter Hopkins Co.
p. 404-874-2441
jvanloozen@walterhopkins.com

For immediate release

SMEAD ANNOUNCES PARTNERSHIP WITH WALTER HOPKINS CO.

Walter H. Hopkins Signs on as Smead Solutions Provider

HASTINGS, Minn. (October 18, 2004) — Smead[®], a leading provider of filing and recordkeeping solutions, today announced that Walter H. Hopkins Co. has signed on as a Smead Solutions Partner (SSP). Walter H. Hopkins Company, based out of Atlanta, Georgia, is a leading provider of information and storage solutions. In business for over 36 years, Walter H. Hopkins prides itself on its expert approach to delivering integrated solutions, utilizing a process driven by the ISO 15489 records management standard for assessing, designing, and implementing recordkeeping systems regardless of media format.

“It was an easy decision to become a Smead SSP..... Smead is recognized as the leader in their industry and as an existing Reseller for Smead products, becoming an SSP made perfect sense to us. The benefits of the program fit perfectly with our strategic vision as a player in the records management field,” says Jerry VanLoozen, Director of Integrated Document Solutions for Walter H. Hopkins Co.

Launched in December of 2003, Smead’s commitment to its Reseller partners can be seen in the Smead Solutions Partner (SSP) program. Designed to enhance Reseller successes in the records and information management marketplace, the SSP program combines enhanced education, marketing initiatives and lead generation to enhance selling opportunities and the products available to the small to mid-sized marketplace. Included in the SSP program offering:

- Product Development Exposure
- Advanced Software Products
- Advanced Technical Training
- Advanced Senior Technical Support
- Preferred Marketing Programs

- more -

“Smead is committed to teaming with and providing our SSP partners with the resources necessary to meet the recordkeeping requirements of small- to mid-sized businesses,” says Eric Freudenheim, New Product Development Manager for Smead Manufacturing Co. “Smead recognizes the unique needs of the small- to mid-sized market and will collaborate closely with SSPs to support their sales and marketing efforts, helping them expand their customer base. The relationship with Walter H. Hopkins provides an alliance that offers stability, credibility and continuity, as well as more business opportunity – for both sides.”

Smead Manufacturing Company (www.smead.com) is a worldwide leader in office filing products and records management systems. For over 98 years, Smead has brought a spirit of innovation and integrity to keeping businesses and home offices organized. Headquartered in Hastings, Minnesota, Smead is a privately held, majority woman-owned business offering 5,000 organizational products with 2,900 employees in 17 manufacturing plants located across North America and Europe, including its Smead-Europe operations in The Netherlands.

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Editor’s Note: For more information, contact Smead at 1-800-216-3832, <mailto:softwaresales@smead.com> or www.smeadsoftware.com.

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