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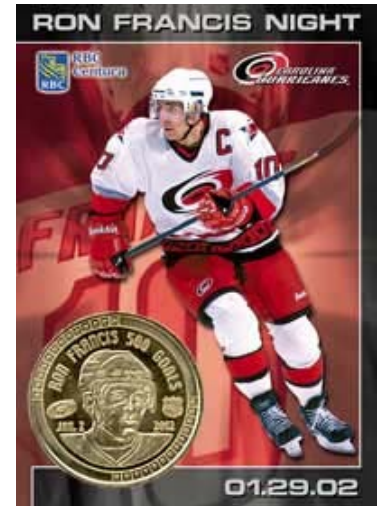
## LITHO INDUSTRIES CONTRIBUTES EFFORTS TO RON FRANCIS NIGHT

**RALEIGH, N.C. (Jan. 28, 2002)** - When fans enter the Entertainment & Sports Arena tomorrow night to celebrate the accomplishments of Ron Francis, they will be handed a case containing a freshly-minted commemorative coin, carefully placed within a custom die-cut collectible card that will look as though it took months to plan, process and deliver.

But it didn't.

In fact, the entire process, from planning to finished product, amazingly took about two weeks, thanks to the folks at the Hurricanes main printing partner, Litho Industries.

Once Ron Francis Night was announced by Carolina GM Jim Rutherford on Jan. 5, the Hurricanes marketing department scrambled to come up with an idea to properly commemorate the event.



**Litho Industries president Steve Finzer inspects cards coming off the press with Gerald Madrin and Benson Thornton.**

After a few days of brainstorming, the group settled on the commemorative coin idea. The coin was then sketched out and graphically rendered by the Hurricanes in-house graphic design department, CanesDesign.

That's when Litho took the ball and ran with it.

Litho, behind company president Steve Finzer, coordinated delivery of the coins through Raleigh-based Brandfuel Promotions. The coins were minted in Ohio and back in-house within 10 days.

Litho then had the task of placing the coin inside a die-cut Ron Francis card. After the card was designed by CanesDesign, Litho took care of the printing and die-cutting in a mere five days. Litho then also took charge of putting the whole package together in a plastic case for the finished product.

"We were excited to be a part of the process," said Finzer. "Ron Francis Night is going to be very exciting for the community, and to be a part of that is great for us. When we found out a card would be part of the package, we were happy to take care of that and donate those services.

"Some of our employees will be at the gates handing out the packages, and they're quite excited to be taking part in the festivities."



So when you get your coin and card tomorrow night (be sure to arrive early!), you'll know that the whole thing wasn't even a glint in Hurricanes' Vice President of Marketing Communications Ken Lehner's eye three weeks ago.

**Litho Industries employees Steve Phipps and Bob Price put the coin/card/case package together.**

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