



**FOR IMMEDIATE RELEASE**

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## **Cadmus Communications Adds One-to-One Capabilities to 3Path™**

**Richmond, Virginia (November 7, 2005)** - Cadmus Communications Corporation (NASDAQ/NM: CDMS) today announced that it has released a new version of its 3Path Digital Delivery System. The new version will enable publishers and marketers to deliver customized one-to-one content directly to subscribers' desktops in a uniquely branded, opt-in channel.

3Path is a digital content delivery system that allows publishers and marketers to create a unique opt-in relationship with customers. 3Path creates a branded space on the subscriber's desktop where content of any file type or size can be delivered. 3Path avoids email and delivers content through an opt-in, permission-based relationship with the customer. As a result, the publisher eliminates typical delivery issues caused by spam filters or firewalls. 3Path delivers files of any type and creates a robust, rich-media experience for the subscriber that can include HTML, audio, and video that is accessible even when the user is offline.

"We've had considerable interest in 3Path from content owners and marketers who see this solution as a way to create or enhance an affinity relationship with end users with an opt-in, one-to-one experience," commented Hai Tran, Executive Vice President of Business Development. "In a 3Path-enabled relationship, the subscriber receives high-value, interactive, rich-media content from publishers and marketers. Our newest enhancements allow content providers to take this communications channel to the next level with one-to-one personalized content based on user preferences and interests. 3Path is an ideal marketing and communications solution for affinity marketing programs, sales and dealer networks, and customer care programs that want to engage end users and build communities in a distributed environment."

More information about 3Path as well as a demo channel can be found at [www.3path.com](http://www.3path.com).

### **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).