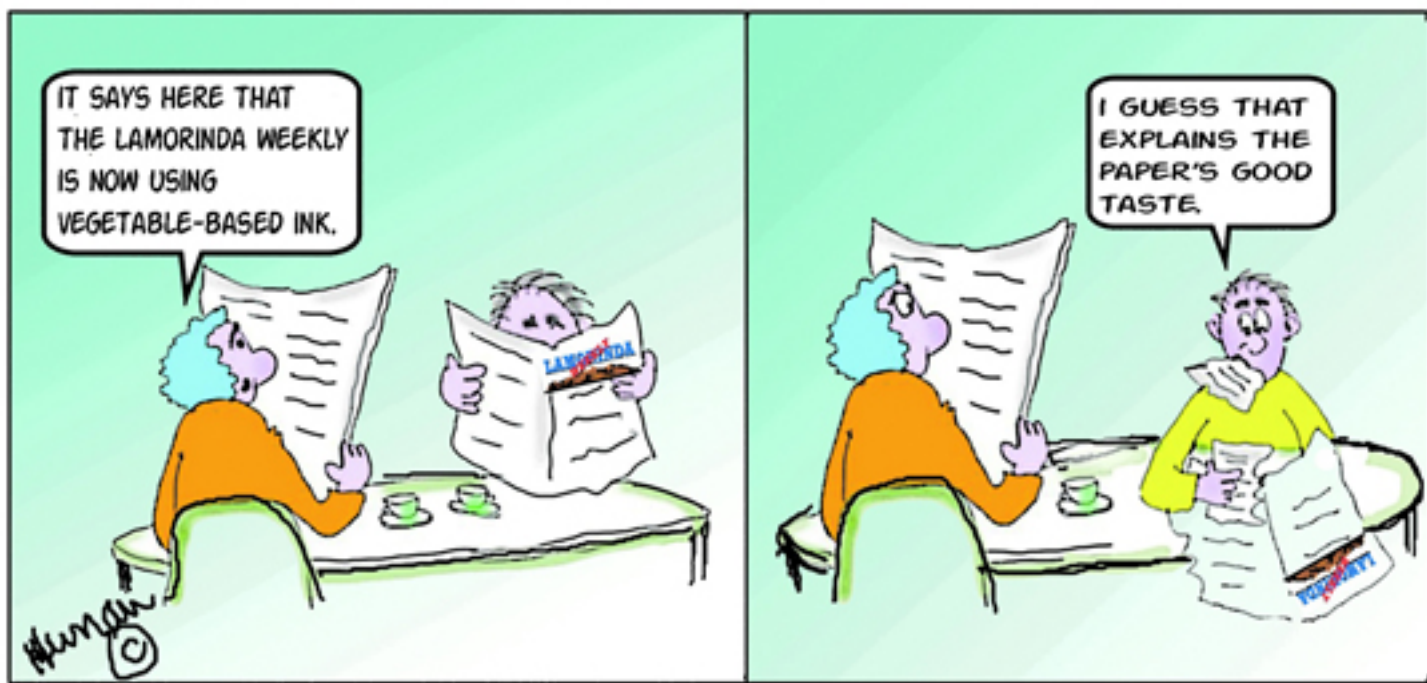


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## Dear Readers



In an effort to improve the quality of our paper, we switched printers in August; our paper is now printed by Transcontinental Inc. in Fremont. Unlike most newspapers, we have always printed all of our pages in full color rather than black and white, for which we have received an overwhelmingly positive response.

In 2009, Transcontinental Inc. opened a new printing facility in Fremont and began printing the San Francisco Chronicle. Transcontinental invested in equipment that is geared towards color printing, which met our expectations for our paper.

We're excited to see our photos and advertisements printed with higher preciseness, clarity and brightness, and feel proud to publish news and photos from our community using state of the art technology.

In this issue we again take advantage of an option to print some of our pages on glossy paper. We think this unique feature, offered by Transcontinental, made our last issue stand out and we received many nice comments and compliments. In fact, extra copies offered in our news racks were picked up more quickly than usual. We believe that high quality writing and printing are very important aspects of our product.

Another new feature can be found in our Life in Lamorinda section-our Halloween page is extended to make it stand out from the other pages.

We're also happy that Transcontinental uses vegetable-based ink and a high percentage of recycled fiber in the paper which makes our product more sustainable and easier to recycle.

Thank you for being a reader of our paper.

Andy & Wendy Scheck  
Publishers

Reach the reporter at: [info@lamorindaweekly.com](mailto:info@lamorindaweekly.com)

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