

FOR IMMEDIATE RELEASE

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**BROADFORD & MALONEY NAMED TO
SELECT PRINTERS TO PARTICIPATE IN
PANTONE RESELLER PROGRAM**

**Program Provides Printers a Unique Marketing Opportunity
to Offer the New PANTONE® Goe™ System
and Other PANTONE Products to Their Customers and Prospects**

**Gives Printers an Added Dimension and
Offers a Unique “Door Opener” Strategy**

NEW YORK, NY, October 14, 2008 — Broadford & Maloney Inc. (BMI), an international agency specializing in marketing for the graphics and packaging industries, has been named by Pantone to select a limited number of printers across the United States who will be invited to participate in the PANTONE Reseller Program targeted on reaching quality-driven printing buyers.

The PANTONE Reseller Program provides a unique marketing platform that enables select printers to offer their customers and prospects the new PANTONE Goe System with over 2,000 new colors, the remarkable ColorMunki™ Design tool, PANTONE Color Bridge, as well as the full matrix of industry-leading PANTONE Color products.

As an official PANTONE Reseller, participating printers will enjoy valued status as their printing customers' most trusted source of color information and a readily accessible link to the graphics industry's newest and most exciting advances in color management.

To hone the color expertise of the reseller's sales and customer service personnel, Pantone will provide a series of comprehensive training webinars covering all of its key product lines.

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Designation as an official PANTONE Reseller will be strictly limited to a select number of qualified printers in each state with the resources to implement the reseller program in their marketing area.

To launch their reseller activity, participating printers will be offered a special startup package of the most in-demand PANTONE Color products at discounted prices.

“The PANTONE Reseller Program is a unique marketing opportunity and a powerful door-opener for printers,” noted Martin Maloney, chairman of Bradford & Maloney. “They become an extension of the world’s foremost color organization, and clearly position themselves as a reliable portal to the new color space created by Pantone for the rapidly expanding range of breakthrough applications in printing and packaging.”

For information about the PANTONE Reseller Program, printing company executives can contact Martin Maloney at 212-836-4710, or by e-mail at m.maloney@bmc corp.com

ABOUT BROADFORD & MALONEY INC.

Now in its 24th year as a full-service international agency, Bradford & Maloney provides public relations and marketing counsel and services to leading national and international clients that market advanced technology products, equipment and services throughout the graphic arts and packaging industries. The agency also provides strategic marketing communications planning and creative support in areas such as advertising, direct mail, collateral literature, promotion and other marketing communications media.

ABOUT PANTONE

Pantone, a wholly owned subsidiary of X-Rite, Incorporated, has been the world’s color authority for 45 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone now offers designer-inspired products and services for consumers. More information is available at www.pantone.com.

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ABOUT X-RITE

X-Rite, Incorporated, is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

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