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FOR IMMEDIATE RELEASE

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PRINT 09 ANNOUNCES MEDIA DAYS FOR INDUSTRY EDITORS

Pre-Announcement Participants Include Presstek, Ricoh and Kodak

Reston, VA – The Graphic Arts Show Company (GASC) today announced the launch of PRINT 09 Media Days, to be held June 16-17, 2009 in Chicago, IL, in advance of the global PRINT 09 trade show and conference. PRINT 09, coming to Chicago's McCormick Place September 11-16, 2009, is the year's largest and most comprehensive graphic communications trade show and conference. The six-day, "myPRINT" themed trade show—customized this year to provide a personalized show experience for commercial printers and attendees from nine other key market segments—will fill McCormick Place North and South with the latest technologies for the commercial print, publishing, package printing and high-volume transactional output industry, and more.

PRINT 09 Media Days is a pre-show marketing and public relations opportunity for participating exhibitors to deliver their new product introductions and announcements directly to print industry editors to gain accurate and significant pre-show coverage in the months leading up to the event—and engage prospects in the sales process well before the show opens.

Ralph Nappi, President of GASC stated, "This is a significant opportunity for PRINT 09 exhibitors to engage editors early on to benefit from their help in driving serious, better informed prospects to their booths in September—prospects who are one step closer to making purchasing decisions."

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Modeled after Broadford & Maloney's successful PRINT 05 Media Days, which drew leading editors from 50 industry publications to Chicago, PRINT 09 Media Days is again being produced with the assistance of Broadford & Maloney (BMI), a professional PR firm that markets advanced technology products, equipment and services throughout the graphic arts and packaging industries. "We are pleased to be working with GASC to make PRINT 09 Media Days a tremendous success for exhibitors and representatives of the domestic and international media," commented Martin Maloney, Chairman of BMI.

The event's two-day format is limited to 13 exhibitor presentation time slots, 1.5 hours or 45 minutes each. Mindful of today's current economic realities, the show company is offering both presentation time slots to PRINT 09 exhibitors at 50% off the PRINT 05 investment, made possible through a GASC subsidy. A third 'no-attend option' benefit package is also available. Exhibitor on-site packages include lunch and dinner with editors on the day of their presentation for the added benefit of one-on-one networking in a relaxed and informal setting.

Three time slots have already been contracted by Presstek, Ricoh and Kodak, prior to this formal announcement. "Presstek is pleased to participate in Media Days 09, I have always found it to be very worthwhile and I look forward to sharing news about Presstek's exciting new products," said Jeff Jacobson, Chairman, President and CEO, Presstek.

PRINT 09 Media Days will further extend participating exhibitors' exposure with the active support of the printing and publishing industry's leading online media organization, WhatTheyThink. WhatTheyThink will provide up-to-the-minute on-site coverage by publishing daily special reports on all exhibitor presentations. In addition to WhatTheyThink.com's online distribution, these special reports will be released to nearly 500 worldwide industry editors via Broadford & Maloney's *Graphic Arts Wire* and GASC's international media list for a combined outreach to nearly 100,000 industry media professionals. WhatTheyThink will also utilize a professional on-site studio to conduct video interviews with exhibitor presenters for multiple online postings leading up to PRINT 09.

For more information about PRINT 09 Media Days contact Martin Maloney at phone: 212/836-4710 or e-mail: m.maloney@bmc corp.com, or Debbie Vieder at phone: (703) 264-7222 or e-mail: dvieder@gasc.org. For more information about PRINT 09 visit: www.print09.com.

About Graphic Arts Show Company (GASC)

PRINT 09 is produced by the Graphic Arts Show Company (GASC). GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America. GASC is located at 1899 Preston White Drive, Reston, VA 20191 USA, telephone: (703) 264-7200, fax: (703) 620-9187, e-mail: info@gasc.org.

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