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**NYU PRISM AWARD LUNCHEON RAISES
MILLIONS FOR GRAPHICS MANAGEMENT EDUCATION**

**Event Funds Used for Scholarships and Student Support for
Graphic Communications Management and Technology Program**

NEW YORK, February 16, 2006 — Since its inception 21 years ago, New York University's annual Prism Award Luncheon has been a major industry event that has provided millions of dollars to help fund student scholarships and student support for New York University's internationally renowned Graphic Communications graduate program, which offers curricula to develop the next generation of industry leaders.

Sponsored by the Advisory Board of NYU's Graphic Communications Management and Technology Program, the Prism Award is presented by New York University in recognition of distinguished leadership in the graphic arts and communications industry. The 2006 Prism Award will be presented to Richard M. Smith, Chairman, Editor-in-Chief and Chief Executive Officer for both editorial and business operations of Newsweek.

J. Joel Quadracci, President and Chief Operating Officer of Quad/Graphics, and Chairman of this year's event, will present the award to Mr. Smith at the luncheon on Tuesday, June 20th in the Grand Ballroom of the Waldorf Astoria in New York City.

The scholarship funds provided by the Prism Award event offer qualified students an important resource to help them pursue a graduate degree in NYU's Graphic Communications Management and Technology program. The Advisory Board's ongoing commitment to provide scholarship funds has provided many students with the opportunity to launch or advance their careers in the field through the program.

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In addition to scholarship support, the Advisory Board also actively works with the program's students, providing internships, career opportunities, mentoring, academic consultation and research. Its broad spectrum of participation in the program reflects the Advisory Board's commitment to bringing forward a new generation of leadership and innovation in the graphic communications industry.

Previous NYU Prism Award recipients include Antonio M. Perez, President and Chief Executive Officer of Eastman Kodak Company; Anne M. Mulcahy, Chairman and CEO of Xerox Corporation; William L. Davis, Chairman, CEO and President of R.R. Donnelley & Sons Company; Henri Dyner, President and CEO of Sun Chemical Corporation; Janet L. Robinson, President and General Manager of *The New York Times*; and Katharine Graham, Chairman and former CEO of *The Washington Post*.

In 2005, the program moved to its new home within NYU's School of Continuing and Professional Studies (www.scps.nyu.edu). One of the University's 14 colleges and schools, NYU SCPS has for the past 70 years focused on creating applied professional programs for people already in the workforce. The School offers industry focused Master's degrees in such areas as public relations, fundraising, human resources management, real estate, construction management, hospitality industry studies, direct marketing, publishing, tourism and travel management and sports management.

Tickets for the June 20th, 2006 Prism Award Luncheon are available from \$750 per person to \$6,000 for a Sponsor's Table of eight, and \$10,000 for a Co-Chairmanship (which includes a dais seat as well as a table of eight). Reservations and additional information are available from the NYU SCPS's Office of Special Events. Please contact Anna Condoulis at 212-998-7003, by fax at 212-995-4130, or by e-mail at ac5@nyu.edu.