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**TEAMS NAMED FOR BEHIND THE SCENES
NYU PRISM AWARD LUNCHEON
PLANNING AND IMPLEMENTATION**

**Presstek's Ed Marino Heads Committee
to Implement Awards Luncheon
Honoring Newsweek's Richard M. Smith**

NEW YORK, March 27, 2006 — The Advisory Board of New York University's Graphic Communications Management and Technology Program has announced the task teams that will be working behind the scenes to implement the extensive plans for one of the industry's most prestigious events, the 21st annual NYU Prism Award Luncheon, to be held on June 20th at the Waldorf=Astoria in New York.

Presented by New York University in recognition of distinguished leadership in the graphic arts and communications industry, the Prism Award will be presented this year 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, is Chairman of this year's event and will present the award to Mr. Smith.

Ed Marino, President and Chief Executive Officer of Presstek, Inc., heads the committee planning and implementing the event. The behind-the-scenes activities have been organized into five core tasks, with responsibilities for each task handled by individual teams comprised of Advisory Board members. Each task team reports to the full Advisory Board, co-chaired by Diane Romano, President and Chief Operating Officer, Hudson Yards, a CAPS Group company, and Terry A. Tevis, President of T.A. Tevis & Co., LLC.

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The Advisory Board members comprising the task teams for the 21st Annual Prism Award Luncheon are:

- **Communications Materials:** Martin Maloney, Chairman, Broadford & Maloney, Inc.; Bonnie Blake, Acting Program Director, NYU Graphic Communications Management and Technology Program; Anna Condoulis, Executive Director of Special Programs & Events, NYU School of Continuing and Professional Studies.
- **Invitee Selection:** John Dreyer, Retired Chairman and CEO, Pitman Company; Marion Mathison, Founder, President, Mathison Group; Sarah Nethercote, Senior Development Associate, NYU School of Continuing and Professional Studies.
- **Mailing Production:** Max Harris, President Commercial Print, Cenvéo; Kathy Presto, Director of Purchasing, Visant Corporation
- **Event Organization:** Juergen Stolt, Executive Vice President, Pantone, Inc.; Kathy Presto, Director of Purchasing, Visant Corporation.
- **Invitee Liaison:** Roy Grossman, President and CEO, Sandy Alexander; Arnold Spinner, Director Emeritus, NYU Graphic Communications Management and Technology Program.

Ed Marino stated: “The Committee’s goal is to make this year’s Prism luncheon the best ever, and we are asking each member of the Board to support this event and, in turn, for each Board member to ask five industry companies that they deal with to also support this very worthwhile event. Historically, the NYU Prism Lunch is a veritable cast of the Who’s Who of the graphics and publishing industries, with industry leaders and CEOs easily recognizable at every table.”

Since its inception, 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 program support for New York University’s internationally renowned Graphic Communications graduate program, which offers curricula to develop the next generation of industry leaders.

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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 opportunity to launch or advance their careers in the field through the program.

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 over a dozen fields. Other Master's programs closely related to the Graphic Communications Program include direct marketing, publishing, digital imaging and design, management and systems, and public relations.

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.