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**ADVANCE CO-CHAIRMANSHIPS AND SPONSORSHIPS  
SIGNAL RECORD TURNOUT FOR  
2006 NYU PRISM AWARD LUNCHEON**

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**Awards Luncheon to Honor  
Newsweek's Richard M. Smith**

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**NEW YORK, May 8, 2006** — The Advisory Board of New York University's Graphic Communications Management and Technology Program reports that unprecedented advance sales of Co-chairmanships and Sponsorships signal a record attendance for one of the industry's most prestigious events, the 21<sup>st</sup> annual NYU Prism Award Luncheon, to be held on June 20<sup>th</sup> at the Waldorf-Astoria in New York.

Established by New York University to recognize 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 industry's support for this year's award presentation is tremendous," he notes. "The early r the official invitations have been distributed, tells us that the 2006 Prism luncheon is well on its way to recording record proceeds for this event."

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As of this week, the Prism Luncheon Committee has received commitments for a total of 27 Prism Luncheon Co-Chairmanships and Sponsorships for the event. They include:

**Co-Chairmanships**

Metro Packaging and Imaging; Michael Cunningham; Stora Enso; and Sun Chemical.

**Sponsorships**

Dalim Software GmbH; Heidelberg USA; Hudson Yards; International Paper; Kodak Graphic Communications Group; MAN Roland; M-real Corporation; NewPage Corporation; Newsweek; Pantone, Inc.; Perry Judd’s Incorporated; Pictorial Offset Corporation; Pitman Company; Presstek, Inc.; Quad/Graphics; Quebecor World Inc.; R.R. Donnelley & Sons Company; Sandy Alexander Inc.; Time Inc.; UPM Kymmene; Vertis, Inc.; and Visant Corporation.

Since its inception, New York University’s annual Prism Award Luncheon has been a major industry event that has generated 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.

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*.

**MORE...**

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.

In 2005, the program moved to its new home within NYU's School of Continuing and Professional Studies ([www.scps.nyu.edu](http://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 20<sup>th</sup>, 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](mailto:ac5@nyu.edu).

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**Editors note:** photos of Mr. Smith and Mr. Quadracci are available upon request.