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**PITMAN COMPANY NAMED NATIONAL DISTRIBUTOR  
FOR RAD-CURE CORPORATION**

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**Pitman's Packaging Division to Expand Market Penetration  
for Rad-Cure's Industry-leading Line of  
UV Curable Coatings and Adhesives**

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**TOTOWA, NJ, October 16, 2006** — Pitman Company, the leading independent North American graphic arts supplier, has been named national distributor for Rad-Cure Corporation, an industry-leading manufacturer of ultra-violet curable coatings and adhesives, as well as specialty aqueous products for the narrow web, tag and label marketplace.

The new partnership with Rad-Cure adds hundreds of different types of advanced coatings and adhesives to the product portfolio that Pitman's Packaging Division now brings to its customers across the nation. In addition to core coating products such as matte, in-mold low-shrink type coating, semi-matte coating or laminating adhesives, Pitman also offers its customers access to Rad-Cure's full spectrum of innovative specialty products such as thermochromatic and glow-in-the-dark coatings.

Stan White, Director of Sales and Marketing for Rad-Cure, stated: "The appointment of Pitman as our first national distributor is a key component of our strategy to expand our penetration of the marketplace for our products. Pitman provides us with an immediate link to the strong customer base that their Packaging Division's knowledgeable sales and support team serves in the narrow web, tag and label market. We're looking forward to working with Pitman to help their customers match our coating products with their requirements and to explore opportunities to develop new, innovative custom coating solutions for customers with unique production needs."

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Tom Alba, Vice President of Pitman's Packaging Division, noted, "Our customers look for a single source where they can purchase virtually all of the products they need for the printing process. The introduction of Rad-Cure's products to our portfolio expands Pitman's strong presence in the pressrooms of our customers, and gives them access to one source for the full spectrum of the industry's best-in-class UV curable coating products. Our partnership with Rad-Cure represents the creation of an important new resource to meet the increasingly sophisticated coating requirements of the fast-changing narrow web and label industry."

### **About Rad-Cure Corporation**

A company of ALTANA Coatings & Sealants GmbH, Rad-Cure Corporation manufactures an extensive line of ultra-violet curable coatings and adhesives, well as specialty aqueous products. In addition to products for the labeling and graphic arts markets, Rad-Cure also serves diverse markets including glass decorating, automotive, telecommunications and high-performance industrial coatings. Rad-Cure's laboratories routinely modify the company's existing products to develop custom formulations to meet specific customer requirements. With its ISO 9001 Certified manufacturing operations in Fairfield, New Jersey, Rad-Cure's high product quality sets industry standards in North America, South America and Europe.

### **About Pitman Company**

Now with more than a century of service as the leading independent North American graphic arts industry supplier, the Pitman Company provides the full spectrum of product and system solutions, service and support for both digital and traditional prepress and pressroom operations. Pitman also offers tailored product solutions for the specific requirements of printing market segments such as newspaper publishing and packaging production. Pitman.com, the company's e-commerce operation, is the world's largest online printing and equipment supplies store. Headquartered in Totowa, New Jersey, Pitman Company has branch locations with modern distribution facilities across the United States.

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The company's recently acquired Charrette division is the country's largest independent provider of imaging products to the graphics, corporate and technical design marketplaces. Charrette offers a diverse product line that ranges from large-format printers, CAD and graphics media to high-quality small format printers and specialty media, drafting and graphic arts supplies, design furniture and storage products. The company also provides technical services, training and support.

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