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NEWS

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The Print Council Announces Executive Director

Martin J. Maloney Appointed To Head Up Industry Initiative

Greenwich, CT, November 15, 2004—The Print Council, a business development initiative dedicated to promote the greater use of print media, today announced the appointment of Martin J. Maloney, chairman, Broadford & Maloney Inc. to the position of executive director of The Print Council. Reporting to the Council's executive committee, Mr. Maloney will spearhead membership, manage marketing and administration of the Council, as well as oversee education, research, and fundraising programs. In addition, Mr. Maloney will provide the Council with administrative resources of his firm Broadford & Maloney Inc., as well as establish a dedicated, national headquarters in Greenwich, Connecticut.

"I'm honored to have been selected for this critical position for a group as important as The Print Council," said Martin Maloney, chairman of Broadford & Maloney, Inc. "I plan to dedicate myself, my portfolio of industry contacts, and the resources of my firm to build a significant effort, enlisting the industry at large on a national scale."

Currently, Martin Maloney is chairman of Broadford & Maloney Incorporated, one of the largest agencies providing marketing strategies and services to the graphic arts industry—who is celebrating their 20th anniversary this year. In addition, Mr. Maloney is a member of the board of directors of Cenveo, board member and executive committee member for the NYU Center for Graphic Communications, chairman of the AGC's Franklin Event for the past two years, board member for AGC, PIA's chapter for New York, New Jersey, and Connecticut, and member of the board of governors for Legatus International, a Catholic CEO organization. Prior to establishing Broadford & Maloney, Mr. Maloney was the senior marketing executive for two major public corporations that had substantial interests in the graphic arts industry: John Blair & Company and Arcata Corporation. Mr. Maloney began his career at Westinghouse's leisure division, initially as internal auditor and then advertising manager with an \$18 million budget as well as responsibility for overseeing all four color printing procurement.

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Established in October of 2003, The Print Council has enjoyed significant progress in just one short year supported by a recent press conference at Graph Expo 2004 that highlighted the Council's recent activities. These activities included the establishing of the Council's executive committee, marketing chairperson, alliance with the United States Post Office, as well as a business-to-business advertising campaign targeted at media specifiers, provided pro-bono by NAK Marketing and Communications.

"We're excited to have someone of Marty's caliber, reputation, and industry recognition as executive director of The Print Council," said James Dunn, president Heidelberg USA, as well as executive committee member of The Print Council. "We are confident in Marty's ability to quickly integrate himself into the Council's activities, expand our membership, while maintaining the Council's mission and objectives."

Effective November 8, 2004, Marty Maloney assumed The Print Council's executive director role, with offices at Two Soundview Drive, Greenwich, CT 06830. Mr. Maloney can be contacted at m.maloney@bmccorp.com.

About The Print Council

Through education, awareness, market development, advocacy, and research, The Print Council will serve the industry to develop, maintain, and increase the market for printed goods. Founded in the fall of 2003, The Print Council's founding members represent some of the largest and best-known names in the industry. The council can be contacted at 650-697-6671, on the Web at www.theprintcouncil.org, or by email at info@theprintcouncil.org.

Leadership

Executive Committee	Marketing Committee	Marketing Committee, Continued
Paul Reilly * Chairman, CEO, and President Cenveo, Inc.	Mimi Sells EFI	Ben Cooper PIA
James P. Dunn President Heidelberg USA	Mark Bonacorso Hayzlett & Associates	Marc Martin PIP Printing
Yves Rogivue CEO MAN Roland	Mark Wendling Heidelberg USA	Steve DeBoth Quad Graphics
Roy Grossman President and CEO Sandy Alexander	Sandra Zoratti IBM	Mike Winn RR Donnelly
Ken Garner President The Sheridan Group	Peter Mier Cenveo, Inc.	Jonathan Fogel Sandy Alexander
Gina Testa** Xerox	Christiann Cerfontaine MAN Roland	Maureen Creely Kodak Versamark
	Thaddeus B. Kubis NAK	Jeff Poli United States Postal Service
	Carol Hurlburt NPES	Jim Liszewski Williamson Printing

* Executive Committee Chair

** Marketing Committee Chair

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Membership

Printers	Vendors/ Suppliers	Media Partners	Associations	Other/Partners
Cenveo	IBM	Cygnus Business Media	GATF/PIA	Leo Burnett
PIP Printing	International Paper	Graphic Communications World	EMA Foundation	NAK Marketing and Communications
RR Donnelly	Kodak Versamark	InfoTrends/ CAP Ventures	NAPL	Broadford & Maloney
Quad Graphics	EFI	Innes Publishing	NPES	United States Postal Service
Sandy Alexander	Heidelberg USA	NAPCO	Xplor International	
Sheridan Group	MAN Roland	Prime Media		
Williamson Printing	Pitney Bowes	Print Buyers Online.com		
	PressTek	Reed Business		
	Roll Systems	Whattheythink.com		
	Sun Chemical			
	Xerox Corporation			

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(Editor's Note: an electronic photo of Mr. Maloney is available upon request)