

FOR IMMEDIATE RELEASE

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THE PRINT COUNCIL

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**THE PRINT COUNCIL TO HOST GENERAL MEETING
AT PRINT 05 IN CHICAGO**

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Members and Prospective Members are Invited
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GREENWICH, CT, August 16, 2005 – The Print Council, a business development initiative dedicated to promote the greater use of printing and print media, has scheduled its next General Meeting to take place during Print 05 in Chicago. The meeting will be held at the Hyatt Conference Center adjacent to McCormick Place on Sunday, Sept. 11, 2005. Members of The Print Council and prospective members are invited to attend.

During the buffet luncheon meeting, The Print Council will review the initiatives in place for 2005 that were launched earlier this year, as well as review plans for future programs.

Who: The Print Council

What: General Meeting

When: September 11, 2005, 12 noon

Where: Room #20B&C,

Hyatt Conference Center at McCormick Place, Chicago

MORE...

"The Print Council has transitioned from the formation stage to the implementation stage," said Martin Maloney, executive director of The Print Council. "We have launched robust advertising and PR programs, as well as being active on the speaker and exhibit circuits. We are starting to make a difference in the awareness and perception of print and printing, and we have only just begun."

At its previous General Meeting, held at RR Donnelley's Executive Boardroom in New York City in March, The Print Council reviewed its advertising and public relations programs, both of which are well underway with significant acceptance and success noted.

In addition to holding its next General Meeting at Print 05, The Print Council will sponsor an informational exhibit at its booth (# 6041), which will be staffed by member executives on a rotating basis. The Print Council will also hold a press conference immediately following the general meeting, at 1:30pm in the press briefing room, #N427A.

About The Print Council

Through education, awareness, market development and advocacy, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's charter members represent many of the largest names in the industry. The Print Council may be contacted at 203-622-1333, on the Web at www.ThePrintCouncil.org, or by e-mail at m.maloney@bmcorp.com.

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(N.B. – Hebert Communications is the author of this news release and is part of the eight-member PR Alliance that serves The Print Council on a pro bono basis).

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Agfa	International Paper	Sappi Fine Paper
Allegra Network	Kodak Graphic Communications	Sheridan Group
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