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**EXECUTIVE DIRECTOR OF THE PRINT COUNCIL  
TO ADDRESS EXECUTIVE OUTLOOK FORUM**

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**Executive Outlook 2005  
Chicago's McCormick Place,  
Thursday, September 8th  
8:00 am to 5:00 pm**

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**GREENWICH, CT, August 30, 2005** – The Print Council today announced that executive director, Martin Maloney, will be speaking at the “Executive Outlook 2005” meeting on Thursday, September 8th, the day before the opening of the PRINT 2005 show. Mr. Maloney is scheduled to be the 4th speaker after Conference Chairman Bill Lamparter commences the program at 8:00 am, and opening remarks from Commentary Leaders Thomas Wetjen (Vice President, Worldwide Graphic Arts Industry Business, Xerox) and Marcel Kiessling (President, Heidelberg Americas). Mr. Maloney’s remarks will focus upon The Print Council’s recent activities and the business of campaigning to sell the value of print.

“Most people would agree that Executive Outlook is an important and informative part of the show each year,” Maloney said. “We’re delighted to have been invited to speak to such a large gathering of influential industry personnel. The Print Council’s objectives would benefit nearly everyone in attendance.”

***MORE...***

“The advent and application of internet technologies has made it necessary for the printing industry to reinforce its position with traditional print buyers,” noted Bill Lamparter, Conference Chair, and President of PrintCom Consulting. “The Print Council has to sell its value to its own constituents, while reaching outside of the immediate industry to sell the value of the printed piece. I believe the current leadership is striving in the right direction to keep print at the forefront of media buyers and marketing executives - the critical influencers of media selection - and will continue to elevate printing as the premier medium. I think Marty’s experience and intellect are critical to The Print Council’s success, which is why I believe he’ll be a key asset to the Executive Outlook forum program.”

### **About Executive Outlook**

Always scheduled one day prior to the opening of the show, the program is designed to highlight the best new technology that will be shown on the exhibit floor. Yet these are not vendor commercials. Each technology offered has survived an extensive review by a panel of independent judges, based upon its production value to the industry. Each product presentation employs a hard-hitting “just the facts” approach, always stressing product implementation and application.

One of the highlights of the program is the annual announcement of the “Must See Ems” and “Worth-a-Looks.” This 30-minute lunchtime presentation highlights the best-of-the-best new technology. It gives every attendee a list of the new technologies that will aim to change their businesses in the immediate future.

Added Lamparter, “If you’re attending a show this massive in size and content, you need this forum to map out your time, so that it’s maximized to your needs. Without the Executive Outlook, many printers will wander the floor and miss critical new offerings that could have had a major impact on their operations and earnings.”

**MORE...**

For more information about Executive Outlook, go to the Graphic Arts Show Company website ([www.gasc.org](http://www.gasc.org)), click on the Print '05 logo, and then on the puzzle piece labeled Executive Outlook.

### **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](http://www.ThePrintCouncil.org), or by e-mail at [m.maloney@bmc corp.com](mailto:m.maloney@bmc corp.com).

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*(N.B. – CPR Marketing and Broadford & Maloney Inc. are part of the eight-member PR Alliance that serves The Print Council on a pro bono basis).*

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