

**FOR IMMEDIATE RELEASE**

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**THE PRINT COUNCIL**

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**THE PRINT COUNCIL NAMES DEDICATED EXECUTIVE DIRECTOR**

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**Martin Maloney is Appointed to  
Executive Committee of the Board of Directors**

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**Ben Cooper to Become Executive Director  
Starting January 9th, 2006**

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**GREENWICH, CT, December 14, 2005** — The Executive Committee of The Print Council today announced the appointment of Ben Cooper as Executive Director of The Print Council, effective January 9th, 2006. Martin Maloney, who has completed his special one-year commitment as the organization's Executive Director, is appointed to the Executive Committee of the Board of Directors that governs the actions of The Print Council.

Roy Grossman, President of Sandy Alexander, and Co-chairman of the Executive Committee, stated, "We are delighted that Ben Cooper will be joining us as Executive Director on a dedicated basis. He will be succeeding Martin Maloney and his company who have done an outstanding job of bringing The Print Council to top-of-mind awareness throughout the industry, doubled our membership base and created a solid platform for The Print Council. Ben, with his long-time association management expertise, will build on this momentum and take The Print Council into the next phase of our growth."

***MORE...***

Jim Dunn, President of Heidelberg, and Co-chairman of The Print Council, stated, “We retained Martin and his firm, Broadford & Maloney, for a special, one-year assignment to re-invent and kick-start The Print Council’s growth. They have turned in a remarkable performance, achieving that objective through an aggressive strategy that utilized PR, advertising, trade show exhibits and speaking events. Their efforts have resulted in the addition of many new, high-profile members and the development of a solid nonprofit enterprise with an extremely respectable balance sheet. When he assumes his new post, Ben takes on the directorship of a strong organization with the resources to pursue our mission — the promotion of expanded use of printed materials.”

Commenting on his appointment as Executive Director of The Print Council, Cooper observed, “Over the past year, I have been acutely aware of the fast-growing presence and impact of The Print Council throughout the industry. I strongly believe in its mission to increase the knowledge and appreciation of the intrinsic value and importance of print throughout every level of human communication. I am very pleased to have the opportunity to join this forward-looking organization and I am eagerly looking forward to working with the Executive Committee to create and implement new programs that will build on the momentum for industry acceptance and growth established by Martin Maloney.”

Maloney commented, “We’re extremely gratified with the results that Broadford & Maloney has achieved for The Print Council over the course of the past year. The Council’s membership base, program agenda and financial resources were expanded rapidly during that period and the organization’s success now requires the attention of a dedicated executive director. Ben is well known and respected throughout the industry and brings extensive experience to the Executive Director’s office. I will continue my participation in the organization’s activities as a member of the Executive Committee of the Board of Directors, and will return full-time to the helm of Broadford & Maloney to expand our capabilities as the leading marketing and PR agency serving the graphics industry.”

**MORE...**

Cooper joins The Print Council from the Printing Industries of America where he was Executive Vice President for Public Affairs, a post he held since January 1981. He joined PIA/GATF in July 1978 as a government affairs specialist and guided the organization's lobbying efforts to shape legislation affecting the printing industry. He also directed the entire operation of the PIA/GATF's Human Relations Department. Cooper earned a B.A. in Political Science at the University of Alabama, and an M.A. in Government from the College of William and Mary in Virginia.

**About Broadford & Maloney Inc.**

Now in its 22nd year as a full-service international agency, Greenwich, Connecticut-based Broadford & Maloney provides public relations, marketing counsel and services exclusively to leading national and international clients that market advanced products, equipment and services primarily to printers and converters throughout the graphic arts and packaging industries. The agency also provides strategic marketing communications planning and creative support in areas such as advertising, direct mail, collateral literature, promotion and other marketing communications media. Broadford & Maloney Inc. may be reached at 203-661-2900 or by e-mail at [m.maloney@bmc corp.com](mailto:m.maloney@bmc corp.com).

**About The Print Council**

Through education, awareness, market development, advocacy and research, 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 now number in the hundreds, representing more than 50 companies, including 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. – Broadford & Maloney Inc. is part of the PR alliance that serves The Print Council on a pro bono basis).*

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