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CONTACTS:

THE PRINT COUNCIL

Martin Maloney, 203-622-1333, m.maloney@bmc corp.com

GROUP M INC.

Rosemarie Monaco, 201-227-0747 x207, rmonaco@groupm.org

**ALLEGRA NETWORK JOINS THE PRINT COUNCIL TO HELP
PROMOTE PRINTING AND PRINT MEDIA**

GREENWICH, CT, July 6, 2005 – Allegra Network, one of the largest print and graphic communications franchises in the world, has become the newest member of The Print Council, a business development initiative dedicated to promoting the greater use of printing and print media. As part of The Print Council, Allegra Network will be assisting the more than 50 current members in promoting activities that support print.

“We joined The Print Council because we feel it’s important for franchises such as ours to support the industry in every way we can,” said Allegra Network’s Carl Gerhardt, president & COO. “Print plays an important role in the national economy and it is important to help build better awareness of print’s power when it comes to the success of all companies.”

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development and advocacy, The Print Council, including the newly-formed PR Alliance, seeks to develop, maintain and increase the market for printed goods.

“We are pleased to have the Allegra Network join our prestigious group of over 50 companies who have agreed to promote the printing industry,” said Martin Maloney, executive director, The Print Council. “The Print Council, since its inception, has continued to grow impressively. The printing industry will benefit from the group’s projects to help raise the awareness of print.”

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About Allegra Network

In addition to comprehensive support to its franchise members, Allegra Network is heavily focused on growing its network through franchise development initiatives. In 2003, the company launched a major development program for converting independent printers to the Allegra Print & Imaging brand. The company's Acquisition Program continues to identify and help franchise members acquire independent printers in their market. Since the program's launch a decade ago, more than 140 acquisitions have been completed, resulting in more than \$43 million in incremental sales. In addition, Allegra Network announced the launch of a new franchise concept for an all digital printing center last year. In January of this year, the company acquired Signs Now Corporation, a franchise with more than 200 locations in North America, the United Kingdom and Brazil.

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@bmc corp.com.

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