

FOR IMMEDIATE RELEASE

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THE PRINT COUNCIL

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**THE PRINT COUNCIL PRODUCES “A VOICE FOR PRINT”,
16-PAGE AUGUST MAGAZINE INSERT**

GREENWICH, CT, July 29, 2005 – The Print Council, a business development initiative dedicated to promote the greater use of printing and print media, and Graphic Arts Monthly magazine, today announce the production of “*A Voice for Print*”, a special 16-page insert comprised of educational articles and ads promoting print and print media. The insert will be distributed in the magazine’s August issue.

Martin Maloney, executive director of The Print Council, says, “We are very excited to be working on this educational and promotional insert. ‘*A Voice For Print*’ will offer a comprehensive look at The Print Council’s mission and goals as well as delve into some of the most critical issues facing printing and print media today. We are pleased to have the opportunity to work closely with Graphic Arts Monthly to spread the word about The Print Council and our initiatives.”

The insert will be comprised of articles written by Graphic Arts Monthly editors, as well as include contributions from The Print Council and individual member companies. Such articles will allow readers to learn the mission and intent of the formation of The Print Council, as well as its achievements, plans, performance and leadership in the industry. The insert will also be distributed at Print 05 in September from The Print Council’s exhibit booth.

MORE...

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. – Helene Smith Public Relations 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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