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**THE PRINT COUNCIL ANNOUNCES FORMATION OF
UNPRECEDENTED PRO BONO ALLIANCE
OF EIGHT PR FIRMS**

GREENWICH, CT, May 3, 2005 – Martin Maloney, executive director of The Print Council, a business development initiative dedicated to promote the greater use of printing and print media, today announced that eight PR firms have joined in an extraordinary pro bono alliance to support the organization's communications activities across all targeted industry segments.

On an ongoing rotating basis, each participating firm will provide its PR services, writing press releases and backgrounders that cover The Print Council's objectives, industry activities and accomplishments in marketing and organization growth. Mr. Maloney is coordinating the alliance and the distribution of The Print Council material through his firm, Broadford & Maloney.

Participating alliance firms and executive contacts include:

Broadford & Maloney	– Josef Rosenberg
CPR Marketing	– Craig Kevghas
Group M	– Rosemarie Monaco
HSPR	– Helene Smith
Hayzlett & Associates	– Mark Bonacorso
Hebert Communications	– John Hebert
Liberty or Death Communications	– Pat Henry
NAK Marketing	– Thad Kubis

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In addition to PR services, NAK Marketing also provides pro bono advertising services to The Print Council.

Commenting on the importance of the PR Alliance to The Print Council, Mr. Maloney said, "The Print Council members deeply appreciate the swift, enthusiastic response of these eight PR firms in support of the organization's newly heightened commitment to raise awareness of print and the tremendous advantages it offers. This remarkable pro bono alliance of PR firms is unprecedented in the print world. It demonstrates the conviction that they all share in the tremendous value of print and in the importance of communicating that message to the marketplace."

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.