

**FOR IMMEDIATE RELEASE**

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**THE PRINT COUNCIL**

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**THE PRINT COUNCIL SCORES MAJOR SUCCESS AT PRINT 05**

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**GREENWICH, CT, October 4, 2005** – Martin Maloney, executive director of The Print Council, a business development initiative dedicated to promote the greater use of print media, today reported successful results from the organization's activities at Print '05, with a continuous flow of traffic at The Print Council's information booth and outstanding attendance and participation at all of its membership events during the show.

Starting at the pre-show Executive Outlook Conference, over 250 printers heard opening remarks by Maloney who detailed the organization's vision and strategy for the growth of print and its short- and long-term impact on the industry.

On the show floor, an all-star volunteer team of top executives from the printing and imaging industries' leading companies manned The Print Council booth, along with industry association directors and trade editors. Together they garnered more than 75 qualified leads for new membership in The Print Council.

The Print Council's general organization meeting held on Sunday, September 11th, saw a record turnout of over 50 member participants in the proceedings held at the nearby Hyatt Conference Center. The Print Council's press briefing on the same day presented new insights into the organization's most recent achievements and programs to an audience of over 60 editors and members.

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"We're very pleased with the industry's response to The Print Council's activities at Print '05," Maloney said. "The all-star volunteer team at our booth did a tremendous job of explaining The Print Council's mission. Their enthusiasm and commitment to expanding the market for print under The Print Council banner has helped to significantly heighten awareness of our organization and the increasingly important role it has in shaping the industry's future. Thanks to their efforts, we're looking forward to welcoming many new members in the weeks ahead."

Later this month, The Print Council continues its momentum for growth by exhibiting at the upcoming DMA '05 show in Atlanta from October 16th through 18th.

### **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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