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THE PRINT COUNCIL MAKES IMPACT ON LEADING DIRECT MARKETING DECISION-MAKERS AT DMA 05 SHOW

ATLANTA, GA, October 18, 2005 –The Print Council, a business development initiative dedicated to promoting the greater use of print media, launched its first participation at DMA 05, with a new exhibit designed to make a strong impact on the thousands of leading direct marketing decision-makers attending the world's largest marketing event at the Georgia World Congress Center in Atlanta.

Martin Maloney, executive director of The Print Council, noted that the organization's DMA 05 activities mark the start of The Print Council's new trade show program specifically targeted to reach and influence end-users of print.

"DMA 05 is one of several major industry events where The Print Council will have an important presence with exhibits and presentations targeted specifically on expanding print usage by companies across the entire marketing spectrum," he said. "The Print Council's growing membership base is providing the resources to support our strategy to concentrate our capabilities on reaching key end-users to increase print's share of marketing communications budgets."

The Print Council's future tradeshow schedule will be announced in the coming weeks. In addition to its trade show program, The Print Council also is running an extensive ad campaign in several leading trade publications that deliver strong print end-user readership.

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Earlier this year, The Print Council was an exhibitor at Print '05 where its show activities concentrated on building its membership base among printers by presenting the organization's vision and strategy for the growth of print and its impact on the industry.

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, or by e-mail at m.maloney@bmcorp.com.

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