

**FOR IMMEDIATE RELEASE**

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**THE PRINT COUNCIL**

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**MITSUBISHI LITHOGRAPHIC PRESSES  
JOINS THE PRINT COUNCIL**

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**GREENWICH, CT, October 28, 2005** – Mitsubishi Lithographic Presses (MLP U.S.A. Inc.) announced that it has joined forces with The Print Council, an industry coalition dedicated to building the market for print.

As a member of The Print Council, MLP U.S.A. Inc. will add its prestige and its resources to an ongoing campaign in support of print that includes many of the industry's most notable businesses and organizations.

K.G. Katayama, President of Mitsubishi Lithographic Presses, said, "We are excited about joining The Print Council and contributing to an already strong, unified voice supporting the Future of Print, for the benefit of printers. This is a cause we of course feel passionately about."

According to Katayama, Mitsubishi Lithographic Presses is looking forward to actively participating in The Print Council's initiatives for educating advertisers, media buyers and others regarding the advantages of print as a preferred communication medium.

Martin Maloney, Executive Director of The Print Council, lauded Mitsubishi's decision to join and called it indicative of the commitment by the industry to assure print's place among 21st-century communications media.

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“Companies like Mitsubishi are continually bringing new technologies and innovations that bolster the capabilities of print as a powerful a tool for communications,” Maloney said. “The Print Council is pleased to welcome Mitsubishi as a company exemplifying print excellence as well as leadership in promoting print. We hope many other members of our industry will follow Mitsubishi’s example in joining The Print Council.”

### **About Mitsubishi Lithographic Presses**

Mitsubishi Lithographic Presses (MLP U.S.A. Inc.) markets multicolor sheetfed and web lithographic presses manufactured by Mitsubishi Heavy Industries, Ltd. MLP U.S.A. provides complete sales, parts and service for the entire line of Mitsubishi presses. For more information, contact MLP U.S.A. at (847) 634-9100. Information also can be obtained by visiting the company's website at [www.mlpusa.com](http://www.mlpusa.com).

### **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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