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PR CONTACT:

BROADFORD & MALONEY INC.

Martin Maloney, 203-661-2900, m.maloney@bmcorp.com

JAPS-OLSON JOINS THE PRINT COUNCIL

**Brings Commitment to Advancement
of Printing and Print Communications Media**

WASHINGTON, DC, August 23, 2006 – Japs-Olson, one of the country’s largest commercial printing and direct mail production companies, has joined The Print Council, bringing its support to the industry coalition that is dedicated to expanding the utilization of print media for communications.

Robert E. Murphy, Chairman of the St. Louis Park, Minnesota printing company, said, “Japs-Olson is pleased to join the growing list of companies supporting this important effort to coordinate activities promoting the value of print to the nation’s economy and its value to advertising and the entire communications stream.”

Now entering its 100th year of operation, Japs-Olson has consistently been in the forefront of activities committed to the industry’s advancement and growth. With more than 700 employees using the most advanced graphics technology, Japs-Olson serves the full requirements of a wide spectrum of customers who rely on print as their most effective medium for marketing and informational communication.

“Japs-Olson is highly respected throughout the industry,” noted Ben Cooper, executive director of The Print Council. “We welcome their decision to enthusiastically support our mission to advocate the wider use of print across the full spectrum of communication.”

MORE...

Members of The Print Council include commercial printers, paper manufacturers, press, ink and equipment manufacturers, publishers, industry associations, ad agencies, and public relations firms. Through advertising and speaking engagements, The Print Council is a visible and leading advocate of print as an effective marketing and communications medium.

About Japs-Olson Company

Founded in 1907 by Barney Japs and G.F. Olson, Japs-Olson Company has remained in the forefront of the industry with highly skilled employees and state-of-the-art equipment. With over 700 employees, Japs-Olson today ranks as one of the country's largest commercial printing and direct mail companies. The company annually invests millions in new technology for its operations in suburban Minneapolis to maximize quality and productivity, and provide a complete spectrum of production and distribution capabilities within its facility for its customers.

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 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 through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. – Broadford & Maloney is part of the PR Alliance that serves The Print Council on a pro bono basis).

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