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**THE PRINT COUNCIL REVEALS TOP 10 WAYS
PRINT MEDIA HELPS MARKETERS PROSPER**

New Brochure Demonstrates Value and Effectiveness of Print

WASHINGTON, DC, October 11, 2006 – The Print Council, a national business development initiative dedicated to the promotion of greater use of printing and print media, today announced the publication of a new, 24-page marketing brochure demonstrating the extraordinary value and effectiveness of print communications.

Titled “*Why Print? The Top Ten Ways Print Helps You Prosper,*” the full-color brochure marks the launch of an ongoing series of strategic activities by The Print Council designed to make a major impact on media decision makers, significantly elevating their awareness of, and appreciation for, the value of print.

The first copies of “*Why Print?*” will be released on October 14th during Graph Expo 2006 as a highlight of the annual meeting of The Print Council membership.

Print Council member and Co-chairman Jerry Williamson, President of Williamson Printing, notes, “The ‘*Why Print?*’ brochure is the centerpiece of a marketing tool kit that supports individual printers and suppliers with their customer communications programs. It strongly advocates the important role of print as a key element of successful advertising and communications. Combined with the outstanding marketing tools available from the U.S. Postal Service, The Print Council brochure provides member companies with information they can use to create their own dynamic marketing materials to underscore the power of print communications.”

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The top ten compelling arguments for print described in the brochure include segments such as: “Print drives a higher ROI”; “Buyers seek print”; “Print is personal”; and “Print is credible”.

In a separate program, The Print Council is moving forward with the creation of a marketing information clearinghouse to provide verifiable research on the value of print. By the close of 2006, the web-based information is expected to be on-line and accessible by the industry and Council supporters.

Print Council Executive Director Ben Cooper added, “Our plans to generate valuable market data, research and communication tools represent exciting advances, but can be implemented only with the full support of the industry. For that reason, The Print Council is actively soliciting the financial support of printers, suppliers and related companies who believe that it is vital to have the message of print’s value told aggressively in the media marketplace.”

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

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