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UNISOURCE JOINS THE PRINT COUNCIL

WASHINGTON, DC, August 29, 2007 – The Print Council, a national business development initiative created to help promote greater use of printing and print media, today announced that Unisource Worldwide, Inc. has joined the organization. As a new member, Unisource will work together with other member companies of The Print Council to help develop, maintain and increase the market for printed materials.

Ed Farley, SVP of Marketing, Unisource stated, "We're delighted to be joining The Print Council. As a major supplier to the printing industry, it makes great sense for us to align ourselves with organizations like The Print Council that are working to promote and reinforce the role of print as a major communications medium. Particularly today, with the changes that electronic communications have wrought in the world, it's crucial to support the printing industry and the global graphic arts community at large.

"By joining The Print Council we are acknowledging our strong belief in our customers and the printing industry as a whole. We intend to lend our support financially and to the programs and activities of The Print Council, to help spread the word and become an even stronger advocate of the industry," Farley concluded.

"We are very pleased that Unisource is joining our efforts to promote the value of print to the U.S. and Canadian economies, as well as to advertisers and companies involved in the communications process," commented Ben Cooper, Executive Director of The Print Council. "Their support and broad presence throughout North America will help us to achieve our goal of giving printers effective tools to support them in both existing and emerging print markets and to maintain ongoing awareness that print remains an exceptionally valuable medium for communications."

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The membership roster of The Print Council includes commercial printers and paper, press, ink and equipment manufacturers. Associate members include media partners, educational partners, association partners, and members of the PR Alliance. Since its inception, The Print Council has become a visible and leading advocate of print as an effective marketing and communications medium.

About Unisource Worldwide, Inc.

Unisource Worldwide, Inc., (www.unisourcelink.com) is a leading independent marketer and distributor of commercial printing and business imaging papers, packaging systems and facility supplies and equipment in North America. Headquartered in Norcross, Ga., Unisource is one of the largest private companies in the United States and offers the most comprehensive suite of products and services in the industry. With approximately 6,500 team members – including approximately 2,600 sales, customer service and technical support specialists; 100 distribution centers; and a fleet of approximately 1,300 vehicles – Unisource caters to the needs of print professionals locally, regionally and nationally.

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. – HSPR and Broadford & Maloney are part of the PR Alliance that serves The Print Council on a pro bono basis).

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