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THE PRINT COUNCIL ANNOUNCES THREE NEW MEMBERS

**Friesens Corporation, Lawton Printing, and Corporate Press
Join Organization's Growing Membership**

WASHINGTON, DC, March 22, 2007 — The Print Council, a national business development initiative dedicated to promoting the greater use of printing and print media, today announced that Lawton Printing, The Friesens Corporation and Corporate Press have joined the organization's growing membership. As new members of the Council, these well-regarded printers will be working with other companies to increase demand for printed materials.

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.

Located in Altona, Manitoba, Canada, Friesens Corporation has grown to become a multifaceted enterprise employing over 600 people with Book, Yearbook, Web, Retail and Fastprint divisions. Friesens Corporation prides itself on the basic principles of its founder, contributing heavily to the local community both in terms of employment and corporate donations and sponsorships. "If we don't look after ourselves as an industry, nobody will," remarked David Friesen, CEO, Friesens Corporation. "We believe all printers should come to the support of printing and demonstrate to everyone what a valuable resource it is."

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Spokane-WA based Lawton Printing is independently owned and under the leadership of Laura Lawton-Forsyth, president and one of the family's 4th-generation members employed by the corporation. Lawton has diversified into four separate divisions: Commercial Printing, File-Ez Folder, Inc., Lawton Publications, and The Index Tab Division. "Our company has always been actively involved with local and regional trade associations," commented Ray Lawton, Chairman of the Board of Lawton Printing. "It seems to us that the entire industry needs to promote itself so that everyone understands the impact the print industry has upon society."

With over 50 years experience in print and communications, Landover, MD-based Corporate Press is the employee-owned flagship of the print communications companies of Corporate Press, Inc. They are a solutions provider of graphic communications, which includes customized direct mail pieces, corporate newsletters and its newest eCorporate printing solutions, designed to make re-orders easy. "I believe that all of us in the printing industry have an obligation to encourage the use of print," said Michael Marcian, Sr., Chairman of Corporate Press. "The Print Council provides a terrific forum for all of us to develop a strong, singular message."

"We are thrilled that leading printers throughout North America such as Friesens Corp., Lawton Printing, and Corporate Press are joining our efforts to promote the value of print to the nation's economy, as well as to advertisers and the entire communications stream," commented Ben Cooper, Executive Director of The Print Council. "Print is an exceptionally valuable medium for communications, and The Print Council's goal is to provide printers with effective tools to support both existing and potential print markets."

About the Print Council

Through education, market development, enhanced awareness, advocacy and research, The Print Council serves the industry by working to develop, maintain and expand the market for printed materials. Launched in 2003, The Print Council's membership now numbers in the hundreds, representing more than 50 companies, including many of the largest names in the industry. For more information about The Print Council contact 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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Corporate Press
EFI
Friesens Corp.
Heidelberg USA
International Paper
IWCO Direct
Jacob North Printing

Japs-Olson
The John Roberts Company
Kodak Graphic Communications
Komori
Lawton Printing
MAN Roland
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