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THE PRINT COUNCIL ANNOUNCES THREE NEW MEMBERS

**HBP Inc., Mossberg & Company and The Printing Industry of the Carolinas
to Promote Print Through Supporting Research and Education**

WASHINGTON, D.C., December 17, 2008 — All three new members of The Print Council, HBP Inc., Mossberg & Company, and The Printing Industry of the Carolinas (PICA) have more than print in common. They understand that the ability to educate the newest generation of marketers is a necessity and believe The Print Council – a volunteer coalition that has been the leading advocacy group for print since 2003 – provides a valuable set of tools to do so.

As new members, HBP, Mossberg and PICA look forward to supporting the efforts of The Print Council to promote print as an effective marketing and communications medium.

The printing industry – and HBP – have changed a lot since 1903, when six partners founded the Hagerstown Bookbinding and Printing Co. in Hagerstown, Maryland. “As HBP repositions itself into a full service marketing provider, one of the critical things we need is information. We need to know how to position print against other media and how to position it as a viable medium for the long term,” comments John Snyder, HBP president. “The Print Council helps equip us with the tools we need to educate customers about the value of print in a complete marketing program.”

HBP offers a complete suite of information distribution solutions that includes graphic design, offset printing, digital printing, mailing, fulfillment, promotional items, along with multimedia products, complete Internet and website design and hosting services.

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Mossberg & Company is a third-generation provider of printing and marketing services, serving customers in a variety of industries. They specialize in fine lithography, precision labels, digital printing, fulfillment & marketing services, direct mail and contract packaging. Since 1930 they have been passionate about meeting and exceeding customers' expectations, and its ISO 9001:2000 certification and embracing of current Good Manufacturing Practices underscores that commitment.

James Hillman, President of Mossberg & Company, has a unique take on the importance of The Print Council. He explains, "The perception among marketers is that paper and printing is bad – that it destroys forests. The facts are that paper comes from sustainable forests, and those forests are more vibrant than they have ever been. The medium we use for communication is recyclable, sustainable, and biodegradable. In combination with electronic media, it's also very effective. Yet, we are wrongly perceived as a negative medium. We applaud The Print Council and support them as the best vehicle to support the good of the industry."

Jeff Stoudt, President of The Printing Industry of the Carolinas, a new Associate Member of The Print Council, concurs. "We know that The Print Council can help our members with research demonstrating the effectiveness of print to their customers. A few months ago, Al Hutchison, our new Chairman of the Board, toured the Carolinas to ask our members how we could help them. One thing that came out loud and clear was the need to help members' customers understand the effectiveness of print. Our association's efforts with The Print Council are just a start. I encourage our own members to join."

The Printing Industry of the Carolinas, Inc. (PICA) is an affiliate of the Printing Industries of America. Since 1931, PICA has served the graphic communications and printing industry in North and South Carolina through education, services, products, conferences and an awards program. As its name suggests, PICA is open to all printing processes and markets.

Ben Cooper, Executive Director of The Print Council, enthusiastically welcomes all three organizations for their dedication to help promote print as an effective marketing medium. "HBP, Mossberg and PICA all understand that the best marketing buyer is an educated buyer. Print, as an effective medium and a responsible one, has a rightful place in every marketing budget, and we know these organizations will help to build awareness of this in the marketplace. We look forward to their contributions."

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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 represent companies of all sizes that share the common goal of increasing the print market, including many of the largest names in the industry.

Print in the Mix, a clearinghouse of research on print media effectiveness is published by the Printing Industry Center at Rochester Institute of Technologies and made possible by a grant from The Print Council. Please visit www.printinthemix.rit.edu.

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

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MEMBERS

Alcom Printing Group	IWCO Direct	NAK Marketing & Communications
Broadford & Maloney Inc.	Jacob North Printing	NewPage
Classic Graphics	Japs-Olson	The P.A. Hutchison Company
Continental Web Press	Jet, Inc.	Panaprint, Inc.
Corporate Press	The John Roberts Company	Pitney Bowes
Custom Data Imaging	Kodak	Sandy Alexander
EFI	Lake County Press	Sappi Fine Paper
Friesens Corp.	Lawton Printing	Unisource
GLS Companies	Leo Burnett USA	U.S. Postal Service
HBP Inc.	Mitsubishi Lithographic Presses	Westamerica Graphics
Heidelberg USA	Mohawk Fine Papers	Williamson Printing
The Hickory Printing Group	Mossberg & Company	Xerox
International Paper		

ASSOCIATE MEMBERS

Cal Poly	Kean University	PIA
CUNY	Liberty or Death Communications	PICA
Cygnus Business Media	Media Ink	Press+
DMA	NAPIM	Penton Media
EDSF	NAPL	Print Buyers Online
EMA	New England Printer & Publisher	Printers NW Trader
GAA	North American Publishing	Reed Business
Graphic Communications World	NPES	RIT
Group M	NPTA	Rogers Media
HSPR	NYU	TAGA
IAPHC	OutputLinks	WhatTheyThink.com
InfoTrends	PennWell	Xplor International