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THE PRINT COUNCIL WELCOMES TWO NEW MEMBERS

**Westamerica Graphics, Classic Graphics
Voice Support for Mission to Promote Print**

WASHINGTON, D.C., October 21, 2008 — They're both concerned that print doesn't always get the attention from marketers and media buyers that it deserves. They both believe that solidarity behind the united front of The Print Council is the best way to assure a vibrant role for print in the media mix.

Doug Grant, president of Westamerica Graphics, and David Pitts, co-owner of Classic Graphics, say pride in print was behind their decisions to make their companies the newest members of The Print Council, a volunteer coalition that has been the leading advocacy group for print since 2003. As members, Westamerica Graphics and Classic Graphics will support the efforts of The Print Council to promote print as an effective marketing and communications medium.

"At one time, our customers were just as passionate about print as we printers are, but that's no longer the case," says Grant, whose company is based in Foothill Ranch, CA. "Print isn't perceived as glamorous, and some people have started to refer to it as an 'offline' medium." Pitts, operating in Charlotte, NC, shares these concerns, adding that business pressure and the fragmented nature of the industry place a limit on what individual companies can do to address them.

Both agree that The Print Council provides the platform for joint action that the industry must take on its medium's behalf. "When I heard about the activities of The Print Council, I said, 'Right on!'" Grant declares. Pitts, likewise, says, "I'm glad that someone has taken up the flag. We'll support them all we can."

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Grant notes that printers can use promotional materials available at no charge from The Print Council and *Print in the Mix*, its online clearinghouse, to better educate their customers about the medium and its many applications. “They’re looking for reasons to justify print in their campaigns, just as we are,” he says, adding that he has found the council’s marketing brochure, *Why Print? The Top Ten Ways Print Helps You Prosper*, especially helpful.

Founded in 1977 as a single-press operation, Westamerica Graphics today is a full-service firm offering printing, web-based fulfillment, warehousing and mailing. Its “Westamerica University” client education program has trained more than 1,200 industry professionals in “WAG U” seminars and workshops since 1994.

Pitts, who serves on a committee that reviews the Council’s marketing materials, launched Classic Graphics with co-owner Bill Gardner in 1983. The ISO 9001-certified company has a full range of high-quality printing and finishing capabilities and offers, through its Opus Direct division, mailing, fulfillment, kitting, and data management services.

Ben Cooper, Executive Director of The Print Council, saluted both companies for their commitment to a bright future for print. “Companies like Westamerica Graphics and Classic Graphics represent our industry at its best,” he said. “They are print’s most effective ambassadors, and The Print Council exists to help them do an even better job of communicating the value of print to the marketplace. We are grateful for their participation, and we look forward to working closely with them.”

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.

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

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