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PR CONTACTS:

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**WHATTHEYTHINK.COM DELIVERS *PRINT IN THE MIX* RESEARCH
ON PRINT EFFECTIVENESS**

WASHINGTON DC, October 30, 2008 – The Print Council and WhatTheyThink.com have joined forces to deliver the research on print effectiveness from *Print in the Mix* to WTT's wide audience of print providers, manufacturers, and marketing professionals. Links to the most current research on *Print in the Mix* – both the concise Fast Facts and in-depth Research Summaries – are now presented on WhatTheyThink.com.

Print in the Mix is a web-based clearinghouse of information and research on the effectiveness of print in advertising and marketing, funded by The Print Council (<http://www.theprintcouncil.org>), an alliance of print industry leaders dedicated to promoting the greater use of print media. Published by the Rochester Institute of Technology's Printing Industry Center and supported by six other universities around the country, *Print in the Mix* (<http://printinthemix.rit.edu/>) houses a collection of statistical research from a wide-range of credible sources on all areas of print, including direct mail, magazines, custom publishing and newspapers. The research documents print's effectiveness in generating return on investment and other business results when used alone and in campaigns with other media.

According to Gina Testa, Vice President, Channels & Business Development of Xerox Corporation and chair of The Print Council Marketing Committee, "Independent, research presented on *Print in the Mix* shows that print is critical to effective marketing programs and multi-media campaigns. By distributing *Print in the Mix* research through WhatTheyThink, we'll provide greater access to this research, which can help print providers to better communicate the value of print to their marketing customers."

MORE...

“Print in the Mix is a great resource for the printing industry,” said Randy Davidson, President and CEO of WhatTheyThink. “WhatTheyThink is happy to partner with The Print Council to help promote the value and effectiveness of printing in the marketing mix.”

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 <http://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. – Broadford & Maloney is part of the PR Alliance that serves The Print Council on a pro bono basis).

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