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THE PRINT COUNCIL ANNOUNCES NEW MEMBERS

**Custom Data Imaging Corporation, Alcom Printing Group,
P.A. Hutchison Co. and Panaprint, Inc.
Join to Promote Print Through
Supporting Research and Education**

WASHINGTON, D.C., January 27, 2009 – The four newest members of The Print Council are industry veterans and dedicated professionals with a sincere passion for the business of print. Custom Data Imaging Corp., Alcom Printing Group, The P.A. Hutchinson Co. and Panaprint, Inc. understand the strength and power of print and the need to work together in educating the next generation. Formed by leaders across the spectrum of the graphic arts industry, the goal of The Print Council is to influence and promote the greater use of print media through education, awareness, market development and advocacy.

Located in Markham, Ontario, Custom Data Imaging Corporation was established in 1999 and has grown into one of North America's most innovative digital print providers specializing in variable data printing and targeted marketing, in addition to offering a full range of services including database marketing, design, fulfillment and bindery. Frank McPherson, president of CDIC, is looking forward to working with the organization that has been the leading advocacy group for print.

"I hope to represent the unique perspective of a smaller company," said McPherson. "Most of this industry is made of small companies with 10 employees or less. I believe The Print Council has the know-how to promote the greater use of print media. We need to work together to find ways to effectively integrate with other media and show that print is alive and kicking!"

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Alcom Printing Group out of Harleysville, PA, supplies sheetfed and non heat-set web printing, print-on-demand, fulfillment service and direct mail, design and custom distribution services. Alcom sees as its core strength its dedication and service to its customer base. In business since the early 1960's, Alcom is proud to call many of its longstanding clients friends, and is eager to explore and offer different options to help its clients expand and adapt to the changing industry.

“We have a real passion for this business and hope that collectively, we can focus a new light on the industry that is currently being judged unfairly,” explained Bill Kuplen, chairman and CEO of Alcom. “We can contribute a knowledge and expertise gained during our many years in business. We need to work together as members of The Print Council to educate customers about the value of print and understand that print is not dead, it’s just changing.”

Under the careful guidance of four generations of the Hutchison family, The P.A. Hutchison Company has grown into one of the leading mid-sized book manufacturers in the U.S.. Originally set up as a small letter press shop specializing in black and white, high-quality printing, The P.A. Hutchison of today includes state-of-the-art equipment and workflow automation to support its prepress, printing, bindery and finishing operations for producing product manuals, educational and reference books. Its customer base includes both book publishers and commercial accounts.

“Print is one of the most marvelous inventions and it should be respected and treated with dignity,” commented Chris Hutchison, president of The P.A. Hutchison Co. “We’re looking forward to collaborating with the other members and developing a long-term strategy to promote traditional printing. I believe working with The Print Council is just the first step in educating our customers and I’m excited to be part of this well-respected and talented group.”

Panaprint, Inc., a privately-held family owned company boasting a state-of-the-art facility in Macon, GA, has two web presses and two sheetfed presses, saddle-stitchers and binder, in-house mailing, fulfillment services, an award-winning design team and expert customer service. President Wanzie Collins is proud to be part of the business he founded in 1973 and believes that joining The Print Council is an excellent opportunity for giving back.

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“I joined The Print Council because I believe in promoting print. The true value of the industry is being overlooked and taken for granted. We need to be proactive,” said Collins. “Print is a phenomenal thing. It’s portable, inexpensive, device independent and tactile. That’s the message we need to relay.”

Ben Cooper, Executive Director of The Print Council, is excited to be welcoming four such successful and forward-thinking companies. “This group of new members is especially passionate about their industry and we’re looking forward to their enthusiasm and vision in building awareness and defining a place for print.”

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. – Group M 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	International Paper	Mossberg & Company
Broadford & Maloney Inc.	IWCO Direct	NAK Marketing & Communications
Classic Graphics	Jacob North Printing	NewPage
Colorado Printing	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	Lecta North America	U.S. Postal Service
HBP Inc.	Leo Burnett USA	Westamerica Graphics
Heidelberg USA	Mitsubishi Lithographic Presses	Williamson Printing
The Hickory Printing Group	Mohawk Fine Papers	Xerox

ASSOCIATE MEMBERS

Cal Poly	Liberty or Death Communications	PIA
CUNY	Media Ink	PICA
Cygnus Business Media	MFSA	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
Kean University		