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THE PRINT COUNCIL ANNOUNCES NEW MEMBERS

**Jacob North Companies and The John Roberts Company
Join Organization's Growing Membership**

WASHINGTON, DC, January 24, 2007 — The Print Council, a national business development initiative dedicated to promoting the greater use of printing and print media, today announced that the Jacob North Companies and The John Roberts Company have joined the growing membership of the organization. As new members of the Council, these respected printers will be working with other companies to increase the market for printed materials.

Ben Cooper, Executive Director of The Print Council, commented, "We are pleased that Jacob North Companies and John Roberts Company have elected to become part of our important industry effort to promote the value of print to the nation's economy, as well as to advertisers and the entire communications stream."

The Jacob North Companies of Lincoln, Nebraska began as a family business in 1888. Dave Calhoun, a past PIA/GATF chairman, acquired the company from the founder's grandson in 1974, and remained active until 2002 when his son Charles purchased the company, known for quality sheetfed, web and flexo work for commercial printing, labels, short-run magazines and direct mail.

The John Roberts Company, one of Minnesota's premier printers since 1951, is a full-service web and sheetfed commercial printing facility located in Minneapolis. Headed by Bob Keene Sr, and Michael Keene, the company is nationally recognized for the quality of its work, and has won several gold awards in the Central Minnesota Gallery of Superb Printing Competition.

MORE...

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.

“Our goal is to tell the industry’s story to the broader print market, and also provide effective tools to companies of all sizes to support activities in their individual existing and potential markets,” Cooper explains. At Graph Expo 2006, The Print Council released its exciting 24-page brochure entitled *Why Print*, the first in a series of tools for members’ use in marketing print to media decision-makers.

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.

MEMBERS

Allegra Network
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
Mitsubishi Lithographic Presses

NewPage
Sandy Alexander
Sappi Fine Paper
Sheridan Group
U.S. Postal Service
Williamson Printing
Xerox

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