



PICTORIAL OFFSET CORPORATION

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FOR IMMEDIATE RELEASE

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PICTORIAL OFFSET'S GARY PAWLACZYK PROMOTED TO SENIOR VICE PRESIDENT

Carlstadt, NJ, July 6, 2006 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, is proud to announce that Gary Pawlaczyk has been promoted to Senior Vice President of Sales and Marketing.

Pawlaczyk is a 23-year veteran in the printing industry and has been with Pictorial for the last 5 years as VP of Sales and Marketing.

Pawlaczyk has taken a leadership role in the greater New York printing and publishing community and has recently been appointed to the Board of Directors of both the Association of Graphic Communications and the Ad Production Club of New York.

During the last two years, Pawlaczyk has been a popular guest speaker on the topic of the Printer's Role in Environmental Sustainability. He has spoken at several Leadership in Paper and the Environment educational seminars in conjunction with the New York, Boston, Philadelphia and Washington, DC chapters of the AIGA.

"We are delighted with Gary's contributions at Pictorial," said Donald Samuels, Managing Partner of Pictorial Offset Corporation. "Over these last five years, Gary has proven his ability to lead his team to outstanding results by helping us double our sales within that time. We are sure that in his new responsibilities, Gary will continue to out-perform his industry peers and bring Pictorial even greater success. Gary's new position will allow greater utilization of his talents in the areas of strategic planning, management processes, merger and acquisition development and the long-range organic growth for Pictorial."



About Pictorial Offset Corporation:

Pictorial Offset Corporation is the largest privately-owned, single-facility commercial printer in the United States. Family-owned since 1938, Pictorial is one of the nation's fastest growing brand communications companies, serving many of the Fortune 500 corporations. In 1999, Pictorial Offset Corporation was the first commercial printer of its kind in the world to earn dual quality and environmental compliance accreditations of the International Standards Organization (ISO 9002:1994 and ISO 14001:1996, respectively). In 2005, Pictorial was SmartWood™ certified by the Forest Stewardship Council for Chain-of-Custody through the Rainforest Alliance. Among the many products currently offered, Pictorial is now able to print all of them on SmartWood™/FSC certified paper - brochures and reports, magazine inserts, billing statements, pamphlets, package inserts, postcards and direct mail. To learn more about Pictorial Offset Corporation and "Design to Destination™" services, please visit www.pictorialoffset.com.