



PICTORIAL OFFSET CORPORATION

111 AMOR AVENUE, CARLSTADT, NEW JERSEY 07072-0157, 201-935-7100, FAX: 201-935-3254
www.pictorialoffset.com EMAIL: general@pictorialoffset.com

FOR IMMEDIATE RELEASE

Contact:

Mac Byrd
Pictorial Offset Corporation
111 Amor Avenue
Carlstadt, NJ 07072
Phone: 201-935-7100
www.pictorialoffset.com
marketing@pictorialoffset.com

DOMTAR TO SPONSOR PICTORIAL UNIVERSITY IN NEW YORK CITY ON OCTOBER 17, 2006

Carlstadt, NJ, July 31, 2006 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, is proud to announce that Domtar Paper Company will be the sole sponsor of the Pictorial University Fall Session at the McGraw-Hill Auditorium in New York City on October 17, 2006.

The Pictorial University Fall Session is themed *Print Works: Quality + Sustainability = Profitability*. Pictorial University is open to all brand marketers, corporate print buyers, advertising agencies and graphic arts creative and production professionals. Pictorial University provides semi-annual educational sessions exploring trends and technologies that influence print buying and brand marketing.

According to Donald Samuels, Managing Partner of Pictorial Offset Corporation, "Domtar has been a valued partner of Pictorial Offset Corporation for many years. Within the past several years, our involvement in environmental issues and initiatives has brought us closer together. The value of what both of our organizations have to share with the industry through Pictorial University became apparent after our mutual involvement in the Rainforest Alliance organization and the 'Leadership in Paper and the Environment' educational series within the northeast US. Both Domtar and Pictorial Offset Corporation have received awards and acknowledgements as active educators and leaders in sharing their experiences of doing the right thing."

Lewis Fix, Business Development Director of Domtar EarthChoice® for Domtar, Inc. says, "We are delighted to continue our leadership in the greening of the paper industry through this sponsorship. Domtar has been a pioneer in developing social and environmentally responsible programs, processes and policies. Domtar EarthChoice® exhibits our leadership in the industry. It makes good sense to partner with Pictorial. We share core values and strong commitments to the environment."

Mr. Fix continues, "We are proud to be newly affiliated with Pictorial Offset Corporation in this much-needed educational venture. Pictorial and Domtar EarthChoice® are partnering together to bring new and important information to graphic arts professionals, our business partners and our communities through this venue."

About Pictorial University:

Pictorial University is in its 11th year of providing continuing education for printing industry professionals. Pictorial University is a privately funded, semi-annual educational program for graphic arts professionals – from print purchasing professionals and corporate sourcing to advertising and design agencies, corporate brand marketers and product marketing managers. Pictorial University is dedicated to bringing trends, ideas and solutions to the graphic arts industry. Pictorial University is open to all print buyers, designers and corporate marketing personnel.

About Domtar:

Domtar is the third largest producer of uncoated freesheet paper in North America. It is also a leading manufacturer of business papers, commercial printing and publication papers, and technical and specialty papers. Domtar manages according to internationally recognized standards 18 million acres of forestland in Canada and the United States, and produces lumber and other wood products. Domtar has 9,800 employees across North America. The company also has a 50% investment interest in NORAMPAC Inc., the largest Canadian producer of containerboard. For more information, please visit www.domtarearthchoice.com.

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. Pictorial was recently honored by the Rainforest Alliance in May of 2006 as Corporate Sustainable Standard-Setter for Environmental Leadership and was named "2005 Printer of the Year" by Printing News Magazine. To learn more about Pictorial Offset Corporation and "Design to Destination™" services, please visit www.pictorialoffset.com.