



# PICTORIAL OFFSET CORPORATION

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## FOR IMMEDIATE RELEASE

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### **PICTORIAL OFFSET CORPORATION IS FIRST PRINTING COMPANY IN THE WORLD TO BECOME CARBON-NEUTRAL THROUGH THE CONSERVATION FUND**

Carlstadt, NJ, August 7, 2006 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that it has taken steps to reduce its carbon-emission footprint on the earth to zero.

Lester Samuels, Managing Partner of Pictorial Offset Corporation, states, "One of the greatest challenges that we face as responsible corporate leaders is taking action to effect change in the face of pending danger. Climate change has become one of the largest environmental issues of this century, and global warming is one such danger that requires resourcefulness on the part of corporate leaders. Pictorial Offset continues to take giant steps in 'doing the right thing' by effecting positive change to help counter-balance global warming."

Samuels continues, "Through our participation in The Conservation Fund's Go Zero<sup>sm</sup> Program, we have arranged for the planting of enough new trees to counter act any carbon emissions that Pictorial Offset will emit during the next year. By doing this, Pictorial Offset Corporation has taken action to completely erase its carbon 'footprint' on the planet."

There are two recognized approaches to addressing climate change -- investing in reforestation projects or buying renewable energy credits. While both are valid and effective, reforestation does more than just fight global warming. The newly created forestland helps to restore wildlife habitat, improves air and water quality, enhances outdoor recreation areas and leaves a lasting land legacy for future generations. As one of the most environmentally responsible printing companies that support sustainable forestry practices, Pictorial Offset believes that planting trees to address global warming leverages its other conservation efforts and resonates with its customers and employees.

The Conservation Fund's Go Zero<sup>sm</sup> Program has worked with a diverse group of partners to develop this solution to global warming. For accuracy and consistency, The Conservation Fund uses standards set forth by The Greenhouse Gas Protocol Initiative (GHG Protocol), which aims to harmonize GHG accounting and reporting standards internationally to insure that different trading platforms and other climate related initiatives adopt consistent approaches to GHG accounting. The Conservation Fund also uses averages and information provided by the United States Environmental Protection Agency.

In addition to Pictorial Offset, The Conservation Fund's Go Zero<sup>sm</sup> Program has worked with a diverse group of corporate partners, including The North Face, United Talent Agency, Universal Studios, The Walt Disney Company, William McDonough and Partners, Syngenta, Yale School of Forestry, e-Blue Horizons and the National Association of Counties. To date, The Conservation Fund's Climate Change Program has protected 26,000 acres and planted more than 5 million trees, which will sequester nearly 7 million tons of carbon dioxide over the next 100 years.

The Conservation Fund proposes to 'zero-out' the specific CO<sub>2</sub> emissions of Pictorial Offset Corporation by planting over 5,000 trees in the Edwin B. Forsythe National Wildlife Refuge in New Jersey. The U.S. Fish and Wildlife Service will verify that the trees have been planted and will manage the lands to ensure that the trees will live 100 years and absorb 6,319 tons of carbon dioxide per year.

The Edwin B. Forsythe National Wildlife Refuge is comprised of more than 39,000 acres in southern New Jersey and its coastal habitats are actively protected and managed for migratory birds. The newly created forestlands will not only combat climate change, but will also provide important habitat for Atlantic Brant, Bald Eagle, the American Black Duck and a wide variety of water birds and other wildlife.

"Pictorial Offset is making a difference in the fight against climate change and leaving a lasting legacy for the company and for future generations," said Christine Fanning, who directs the Go Zero<sup>sm</sup> program.

Pictorial Offset is the first printing company in the world to become carbon neutral and to counter-balance its generating of CO<sub>2</sub> emissions through the Go Zero<sup>sm</sup> Program.

#### **About The Conservation Fund:**

*The Conservation Fund is the nation's foremost environmental nonprofit dedicated to protecting America's land and water legacy for current and future generations. Seeking innovative conservation solutions for the 21<sup>st</sup> century, the Fund works to integrate economic and environmental goals. Since its founding in 1985, the Fund has helped its partners safeguard wildlife habitat, working landscapes, community "greenspace" and historic sites totaling more than 5.3 million acres nationwide. With 1 percent fundraising costs and 96 percent program allocation, The Conservation Fund is recognized as the nation's top-rated environmental nonprofit by both the American Institute of Philanthropy and Charity Navigator.*

#### **About Pictorial Offset Corporation:**

*Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, 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 commercial printing companies, serving many of the Fortune 500 corporations. Pictorial Offset Corporation is 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); to be both Forest Stewardship Council (FSC) chain-of-custody certified and Sustainable Forestry Initiative (SFI) chain-of-custody certified; and to become carbon-neutral by way of reforestation via the Conservation Fund. Pictorial Offset was named "2005 Printer of the Year" by Printing News Magazine and was recently elected into the United States EPA National Environmental Performance Track Program. To learn more about Pictorial Offset Corporation, please visit [www.pictorialoffset.com](http://www.pictorialoffset.com).*