



# PICTORIAL OFFSET CORPORATION

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## FOR IMMEDIATE RELEASE

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## PICTORIAL OFFSET CORPORATION PLANTS NEW FOREST IN NEW JERSEY BECOMING FIRST CARBON-NEUTRAL PRINTER IN THE U.S. THROUGH REFORESTATION.

Carlstadt, NJ, October 26, 2006 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that it has begun planting a forest of over 5,000 native oak and pine trees in order to reduce its carbon-emission footprint on the planet to zero.

Yesterday, at a ceremony held at the Edwin B. Forsythe Wildlife Refuge near Oceanview, New Jersey, Pictorial Offset's management team planted native oak and pine trees saplings on the first 10 acres of a new forest land in the coastal refuge.



*The Edwin B. Forsythe National Wildlife Refuge is comprised of more than 47,000 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.



*Great blue heron*

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*Atlantic brant*



*Osprey*

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“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.



*The Pictorial Offset Corporation executive management team along with Managing Partners Lester, Gary and Donald Samuels and their spouses, Andrea and Faye Samuels.*

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. 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.



*Left: Lester Samuels, Donald Samuels and Gary Samuels, Managing Partners of Pictorial Offset Printing Corporation accept a memorial plaque from Christine Fanning, program director of EPA's 'goZero' program.*

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."

#### **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).*