



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
marketing@pictorialoffset.com
www.pictorialoffset.com

PICTORIAL UNIVERSITY ANNOUNCES KEYNOTE SPEAKER FOR MAY 2007 SESSION

Carlstadt, NJ, April 18, 2007 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that Peggie Pelosi of Orenda Connections in Toronto, Ontario, Canada will be the keynote speaker for Pictorial University on May 15, 2007.

Peggie Pelosi will be speaking on "Corporate Karma: How Businesses Can Move Forward by Giving Back." Peggie inspires international business leaders through her speaking, coaching and writing – all based on 20 years of personal sales success. At the peak of her sales career, Peggie was brought in as VP of Network Development (Sales) for USANA Health Sciences. Seeing the corporate culture was hampering bottom-line results, she created a partnership between USANA and the Children's Hunger Fund. Over the next three years sales increased dramatically, resulting in a more than 3000% increase in the company's share value.

She went on to establish Orenda Connections, a company dedicated to helping companies leverage the power of corporate philanthropy to create a meaningful connection between people and the places they work.

The theme for the Pictorial University Spring 2007 session is $Q=E^2$, or Quality equals Excellence in Execution. This session of Pictorial University will be held at the Glenpointe Marriott Hotel in Teaneck, New Jersey on May 15th, 2007, and will explore new trends and technologies in the paper and printing industry – and how these new developments can and do affect final print quality. A unique selection of qualified experts will join Pictorial University sponsors Sappi Paper and Kodak, along with Pictorial Offset Corporation, in exploring these emerging technologies and will also provide some practical tools to put to work immediately after the Pictorial University session.

Pictorial University welcomes print buyers, marketing managers, corporate communications professionals, graphic designers and advertising agencies to its

classes. We also welcome members of AIGA-NY, P-3, APC-NY and IdeAlliance that are in these professions.

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.