



PICTORIAL OFFSET CORPORATION

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PICTORIAL OFFSET'S DAUGHTERS AND SONS DAY A HUGE SUCCESS

Carlstadt, NJ, April 30, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, recently hosted "Bring Your Daughters and Sons to Work Day" on Thursday, April 26. Ten Children of employees and clients learned about what their parents do in the world of offset printing, discovered another facet of Ben Franklin's genius, and learned to make a printers' hat from newspaper.

Donald Samuels, Managing Partner of Pictorial Offset Corporation, welcomed all the children and their parents to the printing facilities and talked about the importance of family in the evolution of the printing industry – and Pictorial Offset.

The children then proceeded to have their picture taken and whisked off to Pictorial Offset's prepress department. During the tour of the printing plant, the children saw the prepress department where the image of the children was manipulated into exaggerated and silly faces.

The children then learned basic color theory, offset lithography, computer to plate technology and how a printing press can print up to 70,000 impressions an hour on a web press.

Although the children already had an inkling of what their parents did for a living, their work "came alive" before their eyes and they learned a bit more about their parents' careers.

According to Mr. Samuels, "This has been a wonderful experience for us. Everyone had a great time and for us adults, we got to see our industry through our children's eyes. We discovered again the excitement and the lure of this industry and a career in commercial printing all over again." Samuels added, "Hopefully we will have a lasting impression on some of these children and they will choose to enter this exciting world of offset commercial print communications."

[Pictures Attached]

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.



