



PICTORIAL OFFSET CORPORATION

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FOR IMMEDIATE RELEASE

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PICTORIAL OFFSET CORPORATION AND THE U.S. POSTAL SERVICE JOIN TO HOST POSTAGE RATE INCREASE SEMINAR ON MAY 30, 2007

Carlstadt, NJ, May 22, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, is proud to announce it will be hosting an educational seminar presented by PICTORIAL MAILWORKS™ in conjunction with the USPS on the new postage regulations and rates that went into effect on May 14th.

The seminar will take place at Pictorial Offset Corporation in Carlstadt, New Jersey on May 30th from 8:30am until 1:00pm. Within that time frame, a tour of the USPS Bulk Mailing Center in Jersey City, New Jersey will take place. Transportation from Pictorial Offset Corporation to and from the USPS Bulk Mailing Center will be provided.

Participants will learn what has happened with rate increases and size and class categories for postcards, letters, flats and parcels; will get tips on design from the USPS for their next mailing and will learn new ways to save money on their next mailings from PICTORIAL MAILWORKS™.

All interested print buyers, marketing managers, corporate communications professionals, graphic designers and advertising agency print-production personnel are encouraged to register.

Registration is required and the seminar is limited to 30 people, so interested parties should contact Pictorial Offset Corporation through e-mail with your name, company affiliation and contact information to marketing@pictorialoffset.com.

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.