



PICTORIAL OFFSET CORPORATION

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FOR IMMEDIATE RELEASE

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PICTORIAL OFFSET "GREEN GIRLS" USE YOUTUBE.COM TO PROMOTE PERSONAL ENVIRONMENTAL RESPONSIBILITY

Carlstadt, NJ, May 30, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, recently had two of its employees post a public service ad on youtube.com to promote environmental responsibility.

The youtube.com video is of Pictorial Offset employees, Deb Flynn, Marketing Assistant, and Pam Stomel, Account Manager, talking casually about what it is like to work for a leading environmentally responsible commercial printing company.

Inspired by their employer Pictorial Offset, and calling themselves the "POC Green Girls," these two young women tell the audience how they are taking steps to reduce, offset and eliminate their carbon footprints.

To view this interesting video on how personal environmental responsibility and actions can have a big effect on all of our lives, please go to <http://www.youtube.com/watch?v=xsDOqaayD8>.

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.