

FLOWER CITY

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FOR IMMEDIATE RELEASE:

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Flower City Printing Earns G7 Master Printer Certification

Rochester, NY, March 26, 2008 – Flower City Printing (FCP®) has achieved G7 Master Printer Certification for proofing and press equipment to G7 Standards developed by IDEAlliance (www.idealliance.org). The certification was granted through implementing a calibration process that allows FCP to reliably produce a close visual match from proof to print.

The G7™ Methodology for proof-to-print is based on the principles of digital imaging, spectrophotometry, and computer-to-plate technologies. Some of the many benefits include reduced costs, reliable internal guidelines for process controls, better print predictability, statistical measurement and guidelines, and clarification of what is reasonable to ask of printers.

The IDEAlliance G7 Master program relies on highly trained IDEAlliance G7 Expert consultants to train printers to calibrate their systems and to use the G7 process on an ongoing basis. Once qualified, G7 Masters must be re-verified yearly to assure maintenance of calibration and processes.

Flower City Printing, founded in 1970, is the premier large-format printer in the United States with annual sales in excess of \$50 million. The company is headquartered in Rochester, NY and operates 380,000 sq. ft. of manufacturing, warehouse, kit-packing and distribution space. Primary products include point-of-purchase and point-of-sale displays, folding cartons, top sheets, litho labels, tags, dimensional mailers, posters, window signs and ceiling signs for national retailers and brands.

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