



1725 Mt. Read Boulevard
Rochester, NY 14606
585.663.9000
1.800.HIGH TEC

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CONTACT:

Tina Beauchemin, Director of Marketing
Flower City Printing
585-512-1229
Tina_beauchemin@fcp.biz
www.fcp.biz

Flower City Printing Updates Corporate Image After 36 Years

Rochester, NY, July 17, 2006 – Flower City Printing unveiled its new corporate image with an updated logo and website after 36 years in the offset printing industry. The change reflects the company's continuing momentum in the retail and packaging markets, serving a variety of nationally recognized retailers and consumer products companies.

The privately-held large-format printer was recently awarded a \$100,000 low interest loan from Monroe County NY Economic Development to upgrade its facilities, reinvest in new equipment and to provide workforce training. The company plans to add 30 jobs over the next three years.

"Our area is recognized as a national leader in the printing industry and Flower City Printing is one of the bright spots in our local economy," said Monroe County Executive Maggie Brooks. "Monroe County is proud to support Flower City Printing's expansion in our community."

Flower City Printing, founded in 1970, is the premier large-format printer in the United States with annual sales in excess of \$40 million. The company is headquartered in Rochester, NY and operates 400,000 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.

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