

FLOWER CITY

PRINTING

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FOR IMMEDIATE RELEASE:

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Sr. VP of Sales Named at FCP®

Rochester, NY, August 21, 2007 – Jim Monti has been named Sr. VP of Sales at Flower City Printing (FCP®) and is responsible for identifying new markets and customers, overseeing the management of the sales staff, and increasing profitable sales.

Over his 23 years in the printing industry, Monti has held VP of Sales positions at both national and international firms including RR Donnelley, Perry Judd, The Dingley Press and Quebecor. He graduated from Pittsburg State University with a bachelor's degree in print management and earned a master's degree in business management from the University of Dallas. He is married and the father of four children.

Flower City Printing, founded in 1970, is the premier large-format printer in the United States with annual sales in excess of \$45 million. The company is headquartered in Rochester, NY and operates 400,000 sq. ft. of manufacturing, warehouse, kit-packing and distribution space in three locations. Flower City Printing provides point of purchase and packaging products for major retailers and consumer products companies including custom kit-packing and secondary contract packaging.

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