



*FORWARD-THINKING, CUSTOMER-DRIVEN,  
FULL-SERVICE PRINT AND PREMEDIA*

**Contact:  
Wendy Martin  
American Color  
Communications Manager  
(615) 377-7411**

## **NEWS RELEASE**

### **AMERICAN COLOR SIGNS MULTI-YEAR OUTSOURCING AGREEMENT**

**NASHVILLE - August 14, 2007 - American Color** has been awarded a multi-year contract with The Washington Post. Production of The Washington Post's Total Market Coverage (TMC) program will occur in American Color's recently opened Dayton, New Jersey facility.

"This outstanding news solidifies American Color's position as the leading provider of TMC solutions to the newspaper industry," said Stuart Reeve, American Color's President of Business Development. "Our state-of-the-art production, along with our unique ability to help our customers drive their own TMC sales, has allowed this segment of our business to grow rapidly."

American Color's TMC facilities allow newspapers to offer their customers the ability to distribute advertising at the household-specific level, primarily through the mail, at a fraction of the cost of solo mail. The Washington Post will be the eleventh TMC program produced by American Color in its three TMC sites, located in Dayton, NJ; Medina, OH; and Shakopee, MN.

#### **About American Color**

American Color is one of North America's largest and most experienced full-service print and premedia companies, with eight print locations across the continent, six regional premedia centers, photography studios nationwide and a growing roster of customer-site managed facilities. Expert in providing services to retail, direct mail, catalog, book, publication, comic, packaging, and commercial product markets, American Color has been a media services industry leader for over 80 years. American Color's innovative solutions and services are geared to improve the effectiveness of advertising and drive revenues for their customers. American Color's array of services and solutions spans such areas as asset management, photography, and digital workflow solutions.

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