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FOR IMMEDIATE RELEASE

## BERMAN PRINTING JOINS TOUCHPOINT PRINT SOLUTIONS

CINCINNATI, OH (March 17, 2008) — Berman Printing announced today that it has become part of TouchPoint Print Solutions—a move that significantly bolsters its product/service lineup. Commenting on the announcement, Andy Berman said, “It is a wonderful opportunity for our company to grow with our talented management and staff.” Berman joins CoakleyTech and NSO Press, expanding the enterprise’s reach from northern Wisconsin through Denver. The deal closed March 13.

The combined capabilities span high-end color variable digital, commercial, and packaging printing, along with substantial web-to-print, document management, database/digital asset solutions, CAD design, and kitting/mailing/fulfillment—forging one of the most comprehensive offerings in the Midwest. Moreover, the resulting operational synergies and services depth will broaden Berman’s full-service platform, enabling it to deliver on a wider breadth of total client needs.

“We have always been committed to enhancing customers’ businesses with offerings that support their growth,” said Bill Pearson, newly elected President and CEO of Berman Printing. “TouchPoint Print Solutions fits with our strategic goals of providing additional value-added services such as data management and web-to-print. Our expanded capabilities will help customers achieve economies of scale and time savings with true single-source shopping.”

“Joining the TouchPoint team is an exciting move forward,” added Larry Halenkamp, CFO. “The name Berman Printing will continue to be a cornerstone in the industry in Cincinnati and the Midwest region, setting the standards for quality printing.”

Leaders in their respective markets, Berman, CoakleyTech, and NSO are known for their exceptional management teams, highly skilled workforce, and razor-sharp customer focus—features that have contributed to top loyalty levels. Preferred suppliers to a range of Fortune 100 companies and global brands, the entities are adept at tailoring multidisciplinary, customer-specific solutions. Additionally, Berman is one of the few providers nationwide with a 10-color perfecting press.

“Our focus is on drawing together the skills, assets, and people of best-of-breed graphic arts companies to create an enterprise with an unsurpassed value proposition,” added Tom Simunek, CEO of TouchPoint Print Solutions. “Berman’s management team is a key asset for our model. Their proven abilities, operational savvy, and relentless customer commitment will continue to help develop the products, services, and technologies that improve corporations’ print procurement initiatives.”

Founded in 1935, Berman Printing was one of the first commercial printers in Cincinnati and is a proud part of the city’s heritage. Its success is attributed largely to the Berman family, having built the company from startup to a thriving, 150-person entity over the course of three generations.

Berman Printing will remain in its state-of-the-art Cincinnati facility, adding “a TouchPoint Print Solutions Company” to its branding. Berman customers will continue to use their salesperson/customer service rep for single-point access to the company’s expanded capabilities across all seven plants.

For additional information about Berman Printing and the benefits of the new partnership, contact Bill Pearson at (513) 421-1600 or visit [www.bermanprinting.com](http://www.bermanprinting.com). Links to all TouchPoint Print Solutions companies can be found at [www.touchpointps.com](http://www.touchpointps.com).

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