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**For Immediate Release**  
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**NPES 2008 INDUSTRY SUMMIT TO RELEASE  
KEY TREND DATA AND LATEST INDUSTRY RESEARCH**

*Reston, VA* – NPES The Association for Suppliers of Printing, Publishing and Converting Technologies will launch its 2008 Industry Summit, a three and a half-day event that brings together the popular PRINT OUTLOOK<sup>®</sup> economic and marketing conference and the PRIMIR<sub>SM</sub> Spring Meeting, March 31-April 3, at the Doubletree Metropolitan Hotel in New York, NY. The combination of these events will provide print industry leaders with breaking trend updates and the latest industry research findings in a single venue.

“The NPES 2008 Industry Summit is designed to be a timely and convenient ‘one-stop’ experience that will provide the most relevant business, trend and forecast information, at an optimum time of year, at one easily accessible location,” says Ralph Nappi, NPES President. “This event will equip members to move forward this year with the most recent industry data and research, and it will deliver an unparalleled networking value.”

PRINT OUTLOOK 08, themed “Sustaining Print in a Dynamic Marketplace,” on April 1-2, will reveal pivotal trends in the marketplace and examine business prospects for the future. The all-star team of print media and economic experts includes day one keynoter Dr. Sung Won Sohn, President and CEO, Hanmi Financial Corporation. Featured in *The Wall Street Journal* in 2006 as the most accurate economist in the United States, Dr. Sohn will provide an insightful perspective on the outlook for the U.S. Economy pre and post election. Program highlights also include what promises to be a provocative and interactive discussion with a distinguished panel of experts who will address the outlook for advertising in 2008. Panelists feature top industry media strategists who will offer fresh perspectives on our industry and sustaining print in a dynamic marketplace. Day two keynoter is Barbara Pellow, Director, InfoTrends, who will open the program with her presentation on “The Role of Marketing in Sustaining the Viability of Print.”

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Attendees will further hone their competitive edge by participating in the PRIMIR Spring Meeting, April 2-3, immediately following PRINT OUTLOOK. This event will reveal the results of two new PRIMIR research studies on topics of critical strategy concern to manufacturers, suppliers, and printers including: “Trends in Financial and Transactional Printing” and “Mega Printers’ Impact on the North American Print Market”.

For complete program and registration information on the NPES 2008 Industry Summit, visit: [www.npes.org/conferences](http://www.npes.org/conferences).

***About NPES***

NPES is a U.S. trade association representing more than 400 companies that manufacture and distribute equipment, software and supplies used across the workflow of nearly every printing, publishing and converting process. NPES is a co-sponsor of PRINT<sup>®</sup> and GRAPH EXPO<sup>®</sup> – the largest and most comprehensive prepress, printing converting, package printing, binding and finishing, mailing and fulfillment, and offset and digital equipment trade show and conference in the Americas. Complete information about the association, its programs and member companies is available online at: [www.npes.org](http://www.npes.org), by phone: 703-264-7200 or fax 703-620-0994.

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