



NEWS RELEASE
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ColorManagement.com to present popular 'Controlling Color Chaos'
seminars online beginning September '05

*Industry's trusted supplier of Color Management resources announces the launch of technical
webinars presented by Color Management Group members*

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San Jose, CA (September 6, 2005) – ColorManagement.com announces that it will offer “Controlling Color Chaos” webinars on Fridays, September through December 2005. Content for the color management seminars will be delivered by Color Management Group member Ron Ellis of Ron Ellis Consulting, a New England-based firm specializing in color management, workflow training, and prepress integration. This is the first of a series of webinars that will be offered by ColorMangement.com presented by Color Management Group Consultants.

For more information or to register for the following webinars go to www.colormanagement.com
Controlling Color Chaos webinar - September 23, 2005 2:00 pm EST
Controlling Color Chaos webinar - October 21, 2005 2:00 pm EST
Controlling Color Chaos webinar - November 18, 2005 2:00 pm EST
Controlling Color Chaos webinar - December 16, 2005 2:00 pm EST

When it comes to managing color from the originator to the press, print buyers, designers, in house corporate communications departments and their printers often have learned that nothing happens until there's a crisis. To help resolve color problems before it's too late, ColorManagement.com, the web portal for news, information, support, sales and services of color management technologies for consumers and graphic professionals, will present 'Controlling Color Chaos' webinars.

Take control of your color

Very often, the proof doesn't match, the printed piece is disappointing, and there are inconsistent results from the printing companies. 'Controlling Color Chaos' will demonstrate how color management can be used to the benefit of print buyers and the creative community. Attendees will learn how to use cost-

effective quality control tools to verify results and eliminate vendors who do not meet their standards. Topics to be covered during the session should answer questions such as:

- What is color management?
- Can I trust my proof?
- Why is my printed piece so far from what I expected?
- What should I look for during a press check?
- Why is “accurate color” so subjective?
- How do I calibrate a monitor?
- How do I hold my printer accountable?

“Imagine if proofs actually matched, your monitor was accurate, and you had the tools to see which printing companies really produced good color. In our color management webinars, we can empower the creative community to avoid subjective evaluations by providing the tools and information they need to control final color on press. This knowledge will allow them to make better print buying decisions,” explains Ron Ellis, Color Management.com Premier Color Consultant.

“Our goal is to deliver the highest quality education to participants of our webinars,” says Lida Jalali Marschke, founder of ColorManagement.com. We are providing a session complete with tips and advice about how to use technology to meet printing goals.” Controlling Color Chaos” is focused on the needs and challenges of print communications managers, print buyers, those who specify print, and production professionals. During these webinars participants will learn about new and existing technologies and best practices for print production. Participants will learn how to reduce costs and turnaround times and increase production efficiencies while learning from Color Management Group members.

The sponsors of “Controlling Color Chaos” suggest that anyone who works with color should not wait for a crisis. For more information or to register for a webinar, users can visit www.colormanagement.com

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About ColorManagement.com

ColorManagement.com, LLC is a limited liability company organized by Lida Jalali Marschke. ColorManagement.com's mission is to help consultants better market to prospective clients by providing a portal for news, information, technical support, training, and product and service sales for consumers and graphic professionals. ColorManagement.com provides a single ‘business’ entity for national accounts, partners and strategic relationships to do business with the best color management consultants across the country – all of which are listed as premier level consultants on the ColorManagement.com web site. For more information contact Lida Jalali Marschke at 408-779-7858 or visit www.colormanagement.com

About Color Management Group

Founded in 2003, this ‘think tank’ consortium of consultant-based resellers works together to conduct co-marketing activities such as trade shows and special events. Coveted admission to the Color Management Group is by peer sponsorship. Members of the Color Management Group are listed as premier level consultants on ColorManagement.com. Lida Jalali Marschke provides management of and marketing services for the group including news releases, mailing lists and sponsorship of ColorManagementGroup.com. For more information contact Lida Jalali Marschke at 408-779-7858 or visit www.colormanagementgroup.com