NEWS RELEASE
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ColorManagement.com Announces Coast to Coast
GRACoL 7 Certification of Color Management Group Members
and Color Management.com Premier Consultants

PRESS CONTACT
Lida Jalali Marschke
117 Bernal Road #70-278
San Jose, CA 95119
lidamarschke@earthlink.net
408.779.7858 V 408.904.7207 F

San Jose, CA (March 10, 2006) – ColorManagement.com, the industry's most trusted supplier of color management resources announces that leading color management and on press consultants have been certified as GRACoL experts following training programs in Florida and California. This group of Color Management Group/Color Management.com Premier Consultants will be able to propagate G7 Process controls and the new G7 methodology by training printers and qualifying printers who are routinely using G7 to be identified as IDEAlliance Master Printers. To locate one of these G7 Expert consultants you can go to **www.colormanagement.com** and search the consultant directory.

Throughout 2004 and 2005, the GRACoL (General Requirements and Applications for Commercial Offset Lithography) Committee of IDEAlliance developed an unambiguous description of how good commercial printing "appears" to the eye on a Number 1 sheet and developed new calibration and process control methods that make use of spectro-photometry and CTP to enable printers quickly and accurately replicate visual appearance on any press or proofing system. The "G7 Calibration, Printing and Proofing" will be published by in the near future. The final data from the press runs in 2004 – 2005 including a formal definition of gray balance along with target neutral print density curves for three-color gray and black will be published as the GRACoL 7 Specification later in 2006.

According to the GRACoL Committee the G7 methodology is not an attempt to create new standards but a way of utilizing existing ISO (International Standards Organization) Standards in a more efficient and effective way. The G7 methodology is revolutionary because it is the first specification designed to reliably and efficiently match the visual appearance of multiple devices by defining gray balance and neutral print density curves instead of the traditional method of measuring TVI for each color.

Steve Smiley, Chair of the IDEAlliance Print Properties Committee (PPC) and Director of Engineering at Vertis, Inc. added, "The good news is that recent experimental press tests conducted by PPC indicate that G7 can be applied to any type of printing. G7 is not just for commercial printing but for publication printing, news printing, flexographic printing and more. This means that separations or files generated for one printing method will have a similar visual appearance if printed by another method. The G7 process has generated a great deal of excitement among print buyers because by following this methodology, one can print on virtually any type of press and on any substrate while maintaining a common visual appearance.

Dianne Kennedy, VP of Publishing Technologies and GRACoL Program Manager for IDEAlliance stated, "Certification of GRACoL Experts is a key milestone in the advancement of GRACoL and the printing industry in general. We now have a team of Experts who can extend the use of the new G7 process to advance the printing industry. We are honored that such respected industry professionals participated in our initial certification and look forward to working closely with these consultants in the future." Ms. Kennedy continued, "We advise printers to visit www.gracol.org/experts/ to locate an Expert who can assist them with press calibration and printing to G7. The Experts will also work as our agents to qualify printers who are routinely using G7 to be identified as IDEAlliance Master Printers."

About the GRACoL Experts Program: In order to extend the reach of the new G7 printing methodologies for industry professionals, IDEAlliance is establishing a GRACoL Experts Program and a Master Printers Program. Candidates eligible for the Experts program are individuals with established experience in color management and pressroom techniques. Each candidate must be a member of IDEAlliance and have either participated in research press runs or attended a G7 certification training session.

The Who's Who of GRACoL Certified Experts: As a result of the recent certification programs, the following Color Management Group and ColorManagement.com Premier Consultant Members have been identified as GRACoL Certified Experts:

> Alder Technology, Inc., Bruce Bayne
> Chromix, Steve Upton
> Colorgeek, Inc., Dan Gillespie
> Piccus 4 Color, David Piccus
> RPImaging, Dan Reid
> Rich & Associates, Jim Rich
> Rods & Cones, Inc., Son Do and David Troutt
> Ron Ellis Consulting , Ron Ellis
> Spectraflow, Matt Mikkelson-Pope
> WyseConsul, Terry Wyse

About the Color Management Group: Founded in 2003, this 'think tank' consortium of consultant-based resellers share technical information and work together to conduct co-marketing activities. Coveted admission to the Color Management Group is by peer sponsorship. Members are listed as premier level consultants on ColorManagement.com. For more info visit www.colormanagementgroup.com

About ColorManagement.com: ColorManagement.com is a business organized by Lida Jalali Marschke 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. The website 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 visit www.colormanagement.com

About GRACoL®: In 1966, a graphics arts task force was formed by the Graphic Communications Association (now IDEAlliance) to develop a document containing general guidelines and recommendations that could be used as a reference source across the industry for quality color printing. Since that time, the GRACoL Committee has developed, maintained and published printing guidelines that have since become de facto standards on many pressrooms. The mission of GRACoL is to improve communications and education in the graphic arts by developing best practices that reflect the influence and impact of new technologies in the workflow of commercial offset lithography. GRACoL is a registered trademark of IDEAlliance. Learn more at http://www.gracol.org.

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