



**NEWS -- For Immediate Release**

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**COLORMANAGEMENT.COM CELEBRATES SUCCESSFUL  
FIRST YEAR DURING GATF COLOR MANAGEMENT CONFERENCE**

SAN JOSE, CA -- December 2, 2004 -- ColorManagement.com will celebrate its first birthday by hosting the Monday evening cocktail reception on December 6 at the GATF Color Management Conference in Phoenix - where the web site made its debut during a launch party last year. ColorManagement.com will also be staffing a table at the resource fair during the conference, from Sunday through Tuesday. ColorManagement.com is managed by Lida Jalali Marschke, who also operates a number of other color management related organizations, including Color Management Distribution and The Color Management Group.

Last year, Lida Jalali Marschke and Dan Reid, founder of Renaissance Photographic Imaging and a veteran trainer and installer of color management products, launched ColorManagement.com. The web site is a portal for news, information, support, and sales of color management technologies for consumers and graphic professionals. The site provides resources such as events, training opportunities, and over 400 color management items available for sale. Unlike other eCommerce stores, ColorManagement.com products can be installed by local 'certified' professionals available from the site's exclusive ColorManagement.com consultant directory. ColorManagement.com consultants have a proven success record and can resolve the most sophisticated workflows and color management problems. The site currently receives an average of 10,000 hits per month.

ColorManagement.com is the latest color management venture of Lida Jalali Marschke, who has over twenty years' experience in the graphic arts industry. Her other color management enterprises include:

Color Management Distribution: Founded in 1998 the value-added distributor of color management and color control products has a national list that includes the most

respected color management consultants across the country. Color Management Distribution provides software, measuring devices and RIPs from global manufacturers.

To help Color Management Distribution's consultant based resellers serve their prospective clients better, the company offers quarterly training. The next such program is being offered to dealers prior to the GATF conference, on December 4 and 5. Events for Color Management Distribution resellers include:

- EFI XF certification training;
- Caldera certification training;
- Pantone Hexachrome strategic partner breakfast;
- Gretag Macbeth 5.0 update session;
- Co-sponsor event with X-Rite, hosted by Left Dakota & Rods and Cones.

This past year, Color Management Distribution also hosted a series of pressroom training sessions featuring ColorManagement.com consultants, including Terry Wyse of Wyse Consul and Greg Exelby of Greg Exelby Pressroom Consulting.

Color Management Group: Founded in 2003, this 'think tank' consortium of consultant-based resellers work 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 premiere level consultants on ColorManagement.com. Co-Marketing expenses are shared by participating Group members. Lida Jalali Marschke provides management of and marketing services for the group including news releases, mailing lists and sponsorship of ColorManagementGroup.com.

Color Management is the company which markets and brokers training for the Color Management Group.

"We're excited about celebrating a successful year for ColorManagement.com," comments Lida Jalali Marschke. "As we all know, everyone in the print supply chain, from content originators to printers, are much more aware of the need for accurate color management. ColorManagement.com is a terrific resource site for prepress professionals to receive valuable information, and to connect with knowledgeable consultants."

ColorManagement.com, LLC is a limited liability company organized by Lida Jalali Marschke of Color Management Distribution. ColorManagement.com's mission is to help resellers better market to prospective clients by providing a portal for news, information, technical support, training, and product 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.

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