



NEWS RELEASE
FOR IMMEDIATE RELEASE

ColorManagement.com to present 'Color Without Chaos' sessions at Print Oasis 2005 Print Buyers Conference

ColorManagement.com to host two consecutive sessions on Tuesday, May 24 and
discuss color management at its booth (#105) during duration of event

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San Jose, CA (May 9, 2005) – ColorManagement.com announces that it will offer 'Color Without Chaos', two consecutive color management sessions for print buyers during The Print Oasis 2005 Print Buyers Conference & Exhibit, on Tuesday, May 24, 2005, from 1:00 – 4:00 PM at the Hyatt Regency Hotel, Chicago, IL. 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, and sales of color management technologies for consumers and graphic professionals, will present 'Controlling Color Chaos'. The ColorManagement.com seminar series tour has been co-sponsored by ColorBurst Systems, Eizo, Epson, GTI, Pantone, Quark, X-Rite and Create magazine.

Print Oasis, sponsored by Print Buyers Online.com (a free, educational e-community) is the only independent conference and exhibit focused on the needs and challenges of print communications managers, print buyers, specifiers, and production professionals. At this three-day conference and exhibition they will learn about new and existing technologies and best practices for print production. Attendees will learn how to reduce costs and

turnaround times and increase production efficiencies by learning from industry experts and peers. The conference will include a series of educational seminars, peer-based panel discussions and seminars given by a variety of industry experts. Print Oasis 2005 will also feature over 60 exhibitors, including The Color Management Group. For more information about the conference, visit www.printbuyersonline.com/printoasisconf.asp.

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?

Content for the color management seminars will be delivered by ColorManagement.com Premier Consultant Chris Murphy of Color Remedies, a Boulder-based firm specializing in worldwide training and consulting in emerging color technologies. Chris has extensive experience in implementing color management workflows, and is a respected conference and seminar speaker. He has been involved in computers & technology for twenty years, and as a professional trainer for the past seven years. Some people believe he has extra-sensory vision, but he assures us that he does not – just a firm knowledge of color technology. Chris Murphy is co-author of "Real World Color Management, 2nd Edition" ISBN 0-321-26722-2 published by Peachpit Press.

"Our goal is to deliver the highest quality education to visitors of our conference," says Suzanne Morgan, founder of Print Buyers Online.com and the Print Oasis Conference & Exhibit. "ColorManagement.com is helping by providing a session replete with tips and advice for print buyers about how to use technology to meet their printing goals."

"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 session, 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 Lida Jalali Marschke, co-founder and manager of ColorManagement.com. "Print Oasis is a powerful forum of print buyers. We're honored to participate in the conference."

About Print Buyers Online.com

With more than 8,500 members, who purchase more than \$9 billion in printing each year, Print Buyers Online.com is the premiere place for education and information for print buyers. Print Buyers Online.com is a free, educational e-community for print buyers, production professionals, and their suppliers. PBO provides tips, articles, Q&As, tools and resources to help print buyers learn new and existing technologies and best practices for the business of working with print suppliers. In addition to providing valuable information, Print Buyers Online.com conducts research to understand the needs and challenges of the print buying community. For more information, or to sign up for a free membership, please visit: www.printbuyersonline.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.

About ColorManagement.com

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.

For more information contact Lida Jalali Marschke at 408-779-7858 or visit www.colormangement.com

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