

press release

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FOR IMMEDIATE RELEASE
MAY 30, 2007

Concord Litho Wins Nine National Awards for Excellence in Calendar Design and Production

CONCORD, N.H. -- Concord Litho, one of the country's leading independent printing companies, won nine design and production excellence awards at the 17th annual National Calendar Awards competition held in Ohio last month.

Concord Litho won five Golds, three Silvers, and one Bronze for excellence in calendar work done primarily for non-profit organizations, including Disabled American Veterans, Salesian Missions, AMVETS National Service Foundation, and the National Foundation for Cancer Research.

More than 300 calendars were submitted for this year's competition, which is sponsored and judged by the Calendar Marketing Association, the only worldwide trade association for the \$1.4 billion calendar industry. The National Calendar Awards program is the industry's top annual competition, recognizing the highest quality calendar design and production in the world.

"Calendars are an incredibly important product for many of our clients, especially non-profits who leverage them in their fundraising efforts and as a cost-effective way to connect with their donors 365 days a year," says Tom Cook, president of Concord Litho. "The quality and craftsmanship of our calendar

production is known nationwide . . . we're thrilled to share this success with our clients, who can now proudly display and call their calendars 'national award-winners.' "

Concord Litho, which produces more than 50 million calendars annually, won awards in every calendar class it entered -- pocket planners, wall calendars, and poster calendars. The \$42 million company has seven sheetfed and web presses, an in-house bindery, a kitting and fulfillment center, and a special Fundraising Division that caters exclusively to non-profit organizations, providing services from copywriting and graphic design to development of custom paper premiums, such as gift wrap, cards, bookmarks, and calendars.

Featuring metallic inks and unique use of spot gloss varnish, Concord Litho's 2007 promotional wall calendar, "Innovation With Impact," which it designed and printed, won four National Calendar awards, including three Golds and a special technical award for Best Printing. Other standouts include "Best Non-Profit Pocket Planner" for a 2007 datebook featuring angel artwork for Salesian Missions, and "Best Non-Profit Wall Calendar" for "Dawn's Early Light," a special edition calendar Concord Litho designed and produced for Disabled American Veterans.

"We're always looking for new formats and efficiencies in producing all our printed products, including calendars," Cook says, adding that the company's Fundraising Division is currently designing several new cost-effective calendar formats to help clients offset scheduled second-quarter postal increases.

Concord Litho also won a Gold Award for "Most Original Calendar" for production of a 10.5-inch-by-4-foot moon phase poster for New York City publishing company Davis-Delaney Arrow / Phase Five Communications. Available at retail stores and online at www.lunarcalendar.com, the poster features intricate trapping, metallic inks, and gloss and matte varnishes on high-quality

black poster stock. The project was run on a 7-color KBA large-format sheetfed press.

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NOTE TO EDITORS: Photographs of the winning calendars are available online at <http://www.concordlitho.com/newsroom> or upon request by e-mailing info@concordlitho.com. A detailed listing of all awards won follows.

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ABOUT CONCORD LITHO

With annual sales of \$42 million, Concord Litho is a high-volume printing company headquartered in New Hampshire that serves a roster of national clients, including TV Guide, Rodale, Publishers Clearing House, TD Banknorth, Dunkin Donuts, Domino's Pizza, American Heart Association, and the World Wildlife Fund.

Featuring heat-set web printing with complex inline finishing and large-format sheetfed printing, Concord Litho annually produces more than 100 million magazine inserts, 60 million brochures and folded maps, 100 million FSIs and statement stuffers, and a billion greeting cards. It also produces more than 1 million large-format point-of-purchase displays for top retailers and quick service restaurants. For more information, visit <http://www.concordlitho.com> or e-mail print@concordlitho.com.

ABOUT THE NATIONAL CALENDAR AWARDS

The National Calendar Awards, now in its 17th year, is sponsored and judged by the Calendar Marketing Association, the only worldwide trade association for the \$1.4 billion dollar calendar industry. For more information, visit the Calendar Marketing Association's website at <http://www.calendarassociation.org>.

2007 NATIONAL CALENDAR AWARDS WON BY CONCORD LITHO

Pocket Planner Calendar Class, Custom Division

Best Non-Profit Calendar, Gold Award, Concord Litho - Salesian Missions 2007 Angel Datebook. Printed by Concord Litho.

Most Informative Calendar, Silver Award, Concord Litho - National Foundation for Cancer Research, 2007 "To Your Health" calendar. Printed by Concord Litho.

Wall Calendar Class, Custom Division

Best Non-Profit Calendar, Silver Award, Concord Litho - Disabled American Veterans, 2007 special edition calendar, "Dawn's Early Light." Designed and printed by Concord Litho.

Best Subject, Bronze Award, Concord Litho - AMVETS National Service Foundation, "Celebrating American Memories" 2007 calendar. Designed and printed by Concord Litho.

Most Creative Marketing Application, Gold Award, Concord Litho's 2007 promotional calendar, "Innovation With Impact." Designed and printed by Concord Litho.

Best Contemporary Art, Gold Award, Concord Litho's 2007 promotional calendar, "Innovation With Impact." Designed and printed by Concord Litho.

Best Printing, Silver Award, Concord Litho's 2007 promotional calendar, "Innovation With Impact." Designed and printed by Concord Litho.

Best Typography, Gold Award, Concord Litho's 2007 promotional calendar, "Innovation With Impact." Designed and printed by Concord Litho.

Poster Calendar Class, Retail Division

Most Original Calendar, Gold Award, Davis-Delaney Arrow / Phase Five Communications 2007 "Moon Phase" Poster. Printed by Concord Litho. The posters are available at retail stores and online at <http://www.lunarcalendar.com>.

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FREE CALENDAR "IDEA KIT" AVAILABLE FROM CONCORD LITHO

Includes "fun facts" about calendars, a guide to calendar formats, tips + tricks for designing calendars, and award-winning samples that Concord Litho has produced, including our 2007 promotional calendar that just won four National Calendar Awards. Visit <http://www.concordlitho.com/calendars> for more info.

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