



FOR IMMEDIATE RELEASE

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**TOP U.S. PRINTING INDUSTRY PUBLICATION,
PRINTING IMPRESSIONS, ISSUES 2 'GOLD INK' AWARDS
TO XPEDX AND KUCIA AND ASSOCIATES, CINCINNATI**

LOVELAND, Ohio, August 28, 2007—Printing Impressions and Publishing Executive magazines, sponsors of The Gold Ink Awards, announced two awards given jointly to xpedx and Cincinnati-based marketing strategy firm Kucia And Associates for excellence in print production quality and graphics.

Representatives from xpedx and Kucia And Associates will receive the awards at The Gold Ink Awards ceremony on the evening of September 10 at Graph Expo 2007 in Chicago.

The competition, now in its 20th year, received more than 1,500 entries in 50 categories submitted by printing professionals throughout North America. Awards are based on design and print production excellence. Criteria include difficulty of the job, appropriateness of paper used, uniqueness of finishing techniques, print quality and overall impression and aesthetic impact.

Loveland, Ohio-based xpedx and its Greensboro, N.C. Division received dual honors, a Silver and a Pewter award, both in the direct mail packages category. Steinhauser, Inc. of Newport, KY, printed both entries on a six-color press with inline aqueous coating. Papers from Legion Papers, Mohawk Fine Papers and Fox River Paper (now Neenah Paper) were provided by xpedx.

Marketing communications strategy and creative development firm Kucia And Associates developed the concept and creative design. The project was overseen by Jeff Higgins, xpedx corporate director of marketing services, Loveland, and Gary DeVillers, vice president and general manager of the xpedx Greensboro Division.

“Our print-based campaign was successful at increasing our visibility with some very well-known retailers,” said DeVillers. “It helped us forge new business relationships and win new business. These results are evidence that smartly designed and produced print-based marketing tools are essential profit-builders today.”

The Gold Ink Silver award was given for the xpedx Retail Portfolio project, a capabilities/overview system including a brochure targeting executives of premium/luxury retail chains and branded retailers. It outlined the Greensboro Division’s

retail supply chain services and discussed key issues now impacting retail businesses, markets and consumers.

The piece is a custom gatefold, hard cover portfolio case with a ribbon tie closure. The box wrap, made with Gilbert Voice Colors Slate 80-lb. text, and Mohawk Tomahawk Cool White 65-lb. cover, complete the outside presentation. Media inside the portfolio included six individual message boards and original fashion illustrations printed on premium Gmund Treasury Composition 113-lb. cover.

The xpedx piece titled "First Impressions," received The Gold Ink Pewter award. It is an elegant 12.5 x 11.25-inch, custom wrapped rigid set-up box, with die-cut platform, covered with Gilbert Esse Pearlized Cocoa 80-lb. text and sealed with a blue ribbon. The box houses an Apple® iPod Nano, which carries a recorded discussion about branding, packaging and how xpedx can help retailers build their brands. Enclosed letters and brochures were printed on Gmund's Treasury Composition 113-lb. text and Mohawk Fine Paper's Tomahawk Cool White 65-lb. cover.

About xpedx

xpedx is North America's largest marketer and distributor of printing papers and graphics supplies and equipment. It is also a major distributor of packaging supplies and equipment and janitorial-sanitary supplies and equipment. Customers include commercial printers, publishers, manufacturers, retailers, facility managers and companies across many industry segments served from more than 250 locations in the U.S., Canada and Mexico. xpedx posted more than \$6.7 billion in 2006 revenues.

xpedx also provides third-party logistics services for large and mid-size companies worldwide through xpedx Supply Chain Services, Tampa, FL. Other xpedx owned-and-operated businesses include New York-based Bulkley Dunton; Lenexa, KS-based xpedx Printing Technologies; Loveland, Ohio-based Saalfeld Redistribution; the xpedx National Technology Center (NTC), a pre-press laboratory and demonstration center based in metropolitan Cleveland, Ohio, as well as its network of more than 140 retail paper and graphics stores. The company's e-commerce activities are conducted via xpedx.com.

xpedx is one of the largest providers of post-consumer waste content and recycled printing papers in North America and has Sustainable Forestry Initiative and Forest Stewardship Council chain-of-custody certification at all of its U.S. locations. For more information, contact your local xpedx office or visit xpedx.com. ###

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