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P R E S S R E L E A S E

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US Ink Partners with Sinapse Graphic to Exclusively Offer USEIT™, the Next Generation of Press Training

Carlstadt NJ, April 19, 2007 – US Ink has signed an exclusive distribution deal for North America and South America (including Mexico) with Sinapse Graphic International, a company specializing in printing press simulators. *“We are pleased to announce this exclusive distribution with Sinapse,”* said Greg Lawson, President of US Ink. *“This advances our goal of addressing the needs of our customers for multi-site, affordable and structured on demand press training solutions. USEIT is a comprehensive coldset web training program that unlocks new potential.”*

US Ink’s USEIT Program represents a genuine price breakthrough because the price of the simulator is based on the number of simulator hours purchased. *“USEIT moves simulator training from a capital expense to an operational expense,”* according to Peter Herman, President of Sinapse Graphic International. *“This new time based pricing model allows newspapers with multiple printing sites to more cost effectively incorporate press simulator training across their organization.”*

According to Todd Wheeler US Ink’s Marketing Manager, *“USEIT represents a key enhancement to US Ink’s RealColor® Program. The color capability in the newspaper industry today is impressive and advertisers are looking for consistent high quality print results. USEIT is specifically designed to help organizations exceed the print expectations of their advertisers and readers. Now we are not only providing the best consumable systems on the market but we’re able to deliver USEIT, the industry’s best coldset web press simulator for enhanced pressroom training programs.”*

During and after NEXPO 2007 (Booth #2231), US Ink and Sinapse will be outlining the many benefits of press training that utilizes US Ink's USEIT Program. These benefits include:

- Reduced newsprint waste through improved trouble-shooting capabilities
- Improved understanding of lithographic principles
- Affordable multi-site application
- Consistency of print quality improved
- Exceed print quality expectations of advertisers and readers
- Improve ROI on color capacity investment
- Improve skill set of press operators across organization
- Benchmarking
- Improved training – exercise modules based on NAA's Press Operators Manual and US Ink's Press Doctor Software.
- Accelerated learning
- Enhanced structured training program
- Price breakthrough for simulator training based on purchased hours
- Improve impact of printed product
- Support new revenue initiatives in commercial work

To learn more about USEIT visit US Ink's NEXPO '07 booth (#2231) and pick up the new 4-page USEIT brochure. In addition, you can contact your local US Ink representative, US Ink's corporate headquarters at (201) 935-8666 or email USEIT@usink.com with your inquiry.

About US Ink

As the industry's only 100% news ink company, US Ink is dedicated to serving the newspaper and commercial non-heat printing markets. The company's national operations are structured into five regions, with 12 manufacturing facilities providing close, responsive support to the nation's newspapers. With ongoing advanced research and development, US Ink, a division of Sun Chemical Corporation, leads in the introduction of quality, innovative, high-performance products for the newspaper and commercial printing industries. More information about US Ink's products, services and extensive customer quality and productivity support programs are available on the company's website: <http://www.usink.com>

About SINAPSE

The company's dedicated business is the production of printing simulators for all major web and sheet printing processes. Sinapse Graphic has been the undisputed leader in this field since 1993 and has over 800 systems running throughout the world in printing companies, industry suppliers and at specialized education institutions. Sinapse Graphic's simulators are well proven and have received many industry accolades including the GATF Intertech Technology Award.