



A Division of Sun Chemical

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

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Five out of Seven U.S. Members of the International Newspaper Color Quality Club Use US Ink

Carlstadt NJ, USA – June 6, 2006 – Five of the seven United States members of the 2006 – 2008 International Newspaper Color Quality Club (INCQC) use US Ink's RealColor®. Only 50 of the world's newspapers are chosen every two years to be members of INCQC.

The five newspapers are *The Boston Globe*, *Democrat and Chronicle* (Rochester, NY), *News-Leader* (Springfield, MO), *The New York Times*, and *The Times Herald* (Norristown, PA).

The Times Herald is a first time member of the elite INCQC. The remaining four papers, (*The Boston Globe*, *Democrat and Chronicle*, *News-Leader*, and *The New York Times*), made return appearances in the club. "We are proud of our long-term partnership with these quality-conscious publications, and congratulate them on their award-winning print quality," said Greg Lawson, US Ink's President.

INCQC officials selected this year's class from a field of 181 newspapers from 38 countries that participated in the worldwide newspaper printing quality competition organized jointly by Ifra, the Newspaper Association of America (NAA) and the Pacific Area Newspaper Publishers' Association.

Newspapers entered the competition to benchmark their printing and reproduction quality on an international scale. In addition to submitting sample copies from their daily production, they were required to print two test targets, an editorial image and a digital ad. In a three-staged process, the test targets were measured against a standard color gamut, the print reproduction quality of the daily newspaper was evaluated and the INCQC test prints were presented to a 14-member international jury for judgment.

“The best 50 newspaper titles that have achieved membership in the International Club will be honored at a ceremony during IfraExpo Oct. 9-12 in Amsterdam,” noted John Corcoran, Vice President of Sales for US Ink. “Over the last decade, color capacity has significantly expanded in the newspaper pressroom. Assisting our customers to meet the expectations of today’s advertisers and readers are mutually rewarding.”

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>

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