



**A Division of Sun Chemical**

## **P R E S S   R E L E A S E**

### **Contact(s):**

Todd Wheeler, US Ink  
Marketing Manager  
(201) 935 - 8666  
wheeler@usink.com

## **US Ink Stars in a Major TV Show**

**The *Milwaukee Journal Sentinel* and US Ink are Both Featured in an Upcoming Modern Marvels Television show on The History Channel**

**Carlstadt NJ, USA – September 29, 2006** – US Ink and its parent company Sun Chemical will be prominently featured in an upcoming episode of the History Channel's "Modern Marvels" series on the history of ink. The *Milwaukee Journal Sentinel* and US Ink took center stage to explain how newspapers utilize news inks. The one-hour episode visits two Sun Chemical manufacturing locations and several of its printing customers. The show is scheduled to air on Wednesday, October 4 at 10 p.m. EST.

"Many of the people that will view the program read their newspaper daily but may not understand how a modern newspaper produces a finished product of ink on paper, and we are pleased that the History Channel recognized the long history of ink and newspapers," said Greg Lawson, US Ink's President.

The History Channel describes the show as follows:

*Invented by the Chinese in about 2500BC, it spread the word of God and war. It set us free and spelled out our rights. It tells stories, sells products and solves crimes. It's ink and it's everywhere! From squid to soybeans, from ancient text to awesome tattoos, join us as we dip into the well for the scoop on ink.*

Check local listings for air times in various regions. For more information, visit the History Channel web site at <http://www.history.com/minisites/modernmarvels>

### **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>