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FOR IMMEDIATE RELEASE

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Cal Poly Endowment Now Bears 'Pitman Co.' Name

SAN LUIS OBISPO --

The Pitman Co. recently added its name to the long list of industry "Partners in Education" with Cal Poly's Graphic Communication Department.

An endowment previously established by Printnation.com now bears the name "Pitman" because Pitman acquired Printnation some years ago. The newly named Pitman Company Graphic Communication Endowment at Cal Poly is designed to support the growth and development of graphic arts education through curriculum development, laboratory improvements, faculty and student joint projects, and professional development.

"Pitman is a quality, long-standing graphic arts company committed to providing the best products and services to our industry," said Harvey Levenson, head of the Graphic Communication Department. "This gift signifies Pitman's commitment to supporting education that molds the future graphic communication leaders."

Pitman Co. President Joe Demharter said, "We are proud to be part of the educational process at Cal Poly, helping assure the industry's growth and development."

Individuals and companies interested in participating in the Pitman Endowment may send inquiries to:

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About Cal Poly's Graphic Communication Department

Founded in 1946, Cal Poly has one of the largest graphic communication programs in the United States. With over 33,000 square feet of laboratory space, Cal Poly continues to advance the educational offerings for students studying printing, electronic imaging, packaging, publishing, and cross-channel communications. The department houses some of the most modern laboratory facilities in graphic arts education and is nationally accredited by the Accreditation Council of Collegiate Graphic Communications. The department houses the Graphic Communication Institute at Cal Poly to conduct research, testing, product evaluations, seminars, workshops and conferences. As part of its 2006-2007 60th anniversary year, the department is holding a \$2.5-million development program to ensure that it continues serving the industry through highly qualified graduates. For more information on the department, go to www.grc.calpoly.edu; for more information on the institute, visit www.grci.calpoly.edu.

About the Pitman Co.

With more than a century of service as the leading independent North American graphic arts industry supplier, the Pitman Co. provides a full spectrum of product and system solutions, service and support for digital and traditional prepress and pressroom operations. Pitman also offers solutions for the specific requirements of such printing market segments as newspaper publishing and packaging production. Pitman.com, the company's e-commerce operation, is the world's largest online printing and equipment supply store. Headquartered in Totowa, New Jersey, Pitman has branch locations across the United States. The company's recently acquired Charrette division is the country's largest independent provider of imaging products to the graphics, corporate and technical design marketplaces.

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