

FOR IMMEDIATE RELEASE

CONTACTS:

Broadford & Maloney Inc.

203-661-2900

Martin Maloney, m.maloney@bmcorp.com

**LEADING INDUSTRY SUPPLIERS TO PREVIEW
NEW PRODUCTS AND TECHNOLOGIES FOR EDITORS
OF MORE THAN 50 TRADE PUBLICATIONS DURING
"MEDIADAYS 2005" EVENT IN CHICAGO**

GREENWICH, CT, March 04, 2005 — Xerox, Mitsubishi and Kodak are being joined by other leading graphics industry suppliers to preview their newest technologies and equipment innovations in a series of in-depth press conferences for the editors of more than 50 leading North American trade publications during "*MediaDays 2005*," a press event being held from Sunday, May 1st through Tuesday, May 3rd at the Hilton Chicago O'Hare.

Organized and managed by Broadford & Maloney Inc. (BMI), the industry's leading graphic arts public relations firm, *MediaDays 2005* is structured on the successful Media Week concept originated by AD Communications (ADC) in Europe for drupa, Ipex and other events. ADC is a partner of *MediaDays 2005*.

Martin Maloney, Chairman of Broadford & Maloney, noted, "*MediaDays 2005* is designed to enable exhibitors to pool their resources and greatly reduce the cost of a high-impact, pre-show press communications platform. It permits them to efficiently reach leading editors in a collegial environment to present major information a full three months prior to Print '05. In addition to the briefing sessions, informal lunch and dinner events will give company executives and editors an opportunity to get to know one another better."

Top editors and publication professionals will receive advance, extensive briefings from the participating companies on their exhibit and demonstration plans for Print '05 and Converting '05. *MediaDays 2005* will also provide a special electronic portal for additional international distribution of releases to the editors of as many as 100 worldwide publications.

MORE...

The U.S. and Canadian editors who will be attending *MediaDays 2005* are responsible for magazines with a cumulative reach of over a million readers. Including the circulation of international publications, the combined reach approaches two million.

For further information about *MediaDays 2005*, North America-based companies can contact Martin Maloney, Broadford & Maloney at m.maloney@bmc corp.com or 203-661-2900. In Europe, contact Richard Allen, AD Communications at richard@adcommunications.co.uk or +44(0) 1372 464470.

ABOUT BROADFORD & MALONEY INC.

Now in its 21st year as a full-service international agency, Greenwich, Connecticut-based Broadford & Maloney provides public relations counsel and services exclusively to leading national and international clients that market advanced products, equipment and services primarily throughout the graphic arts and packaging industries. The agency also provides strategic marketing communications planning and creative support in areas such as advertising, direct mail, collateral literature, promotion and other marketing communications media.

- B M I -