



News Release

For Release: April 30, 2008

Original Impressions' "Going Green" Initiatives To Benefit Miami-Dade County Businesses

Miami, Fla., – Original Impressions last month announced a series of “Going Green” initiatives that are geared toward benefitting local Miami-Dade County businesses and unveiled its newly-installed, eco-friendly Heidelberg XL 105 printing press. The announcements were made at the Company’s two Open House events held on April 22, and April 24, which were scheduled in celebration of Earth Day.

At the events, Founder & CEO Roland B. Garcia, Sr. provided opening remarks on the evolution of the Company’s business plan to include environmentally sustainable initiatives. Additionally, Bill Eline, sales manager for Heidelberg, was on hand to discuss the eco-friendly attributes of the new printing press and Rene Fernandez, general manager for XPEDX, addressed his company’s participation in Original Impressions’ “Going Green” efforts. The events culminated in Sean McCrackine, environmental & land use policy aide to Miami-Dade County Commissioner Katy Sorenson, District 8, presenting Mr. Garcia with a proclamation honoring the Company’s eco-initiatives.

“We know and appreciate that the investments required to secure a better future for our environment pay for themselves very quickly, and we are willing to do what is right,” said Garcia. “Our customers increasingly ask us to help them make responsible purchasing decisions that are best for the environment, and these initiatives are just two of the many ways in which to help meet these goals.”

Triple Certification

Earlier this year, Original Impressions received triple Chain of Custody certification from three internationally recognized certification programs: the [Forest Stewardship Council \(FSC\)](#), the [Sustainable Forestry Initiative® \(SFI\)](#) program and the [Programme for the Endorsement of Forest Certification \(PEFC\)](#). The Company can now purchase and print on FSC, SFI and PEFC certified papers and customers can select the certified logo of their choice for their marketing materials. The Certification makes Original Impressions the first full service Printing, Creative, Web, Fulfillment and Marketing Consulting company in Florida to receive triple Certification.



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Heidelberg XL 105

In early March, the Company added Heidelberg's latest offset technology, the Speedmaster XL 105 press, to its arsenal of offset printing presses. The new cutting edge XL 105 leverages aerodynamic sheet travel technology that is designed for production speeds of 18,000 sheets per hour (sph), making it the fastest sheetfed press in the industry. Equally as important, the press will allow Original Impressions to significantly decrease its carbon footprint by reducing CO₂ emissions generated by material consumption and printing processes of the press to more than five percent, paper waste by up to 80 percent, energy consumption by more than 15 percent and waste by up to five percent.

"We continually look for new and innovative ways to provide value-added services to our customers," said Garcia. "These eco-initiatives will enable us to better meet the increasing demands of our customers with even more success and joins us with a growing number of companies that are demonstrating their environmental commitment for the long-term health of the communities in which we work and live."

About Original Impressions:

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Healthcare, Hospitality and Pharmaceuticals. Original Impressions is one of the first triple certified Marketing Communications Partner in South Florida, authorized to purchase FSC, SFI and PEFC certified paper and print the certified logos. It is one of the "Top 100 Minority Businesses in South Florida" and one of the "Top 500 Hispanic Companies in the U.S." It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company's Web site at www.originalimpressions.com.

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