



News Release

For Release: December 6, 2007

Original Impressions, LLC Celebrates 25 Years

Evolving Business Plan Solidifies Company As Leading Marketing Communications Partner

Miami, Fla., – Original Impressions, LLC, a full service marketing communications company, today celebrates its 25th Anniversary as a leading Marketing Communications Partner in the South Florida Business community. The quarter-century anniversary is celebrated by the Company's 160+ employees, including four of the original 12 who were with the Company when it first opened its doors in December 1982, demonstrating their on-going dedication and passion for the business.

"This is an important milestone in our Company's history," said Roland B. Garcia, Sr., founder and CEO of Original Impressions. "However, this month, we not only celebrate our growth over the past two and a half decades, but that of the entire South Florida business community, which continues to flourish and seek out companies that can fully integrate their service needs with single point accountability like we do."

Over the years, Original Impressions has grown steadily and consistently, always seeking to provide best-in-class Printing, Creative Design, Web Development, Mailing/Fulfillment and Strategic Marketing Consulting. Today, Original Impressions is one of South Florida's leading minority-owned print vendors and the region's largest offset and specialized digital print provider. The Company has received numerous accolades, including consistently being named to the "Top 500 Hispanic Companies in the U.S." by *Hispanic Business* magazine's "HB500®", the "Top 100 Minority Businesses" in South Florida by the Greater Miami Chamber of Commerce and many others.

In a letter to employees commemorating the important milestone, Garcia wrote, "We know that what makes Original Impressions so successful is its loyal employees who have embraced the Company's philosophies of service; never saying "no" unless it's physically impossible; taking commitments seriously; doing whatever it takes to come through and making it happen; caring about the service and products we provide; owning problems until they are resolved; and finding effective ways to please our customers and making them loyal in return."



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Garcia maintains that the Company's many accomplishments have always been and continue to be guided by its strong leadership team and its many tenured employees. In fact, the average tenure of an Original Impressions' employee is nine years. This is because the Company has fostered an entrepreneurial spirit, which enables them to continuously explore the needs of clients in an effort to identify untapped marketing communications solutions.

"Over the next 25 years, we will continue to diversify our services by investing in cutting-edge technology and strong, versatile talent that allows us to grow, evolve and remain at the forefront of our industry," said Garcia.

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, Fragrance, Health, Hospitality, Liquor and Pharmaceuticals. Original Impressions is one of South Florida's leading minority-owned print vendors, one of the region's largest offset and digital print providers 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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