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**NEW LOOK CONVEYS FRESH BUSINESS APPROACH
FOR PRINTING COMPANY IMMERSSED IN RICH HISTORY**

DECATUR, ILL. – As many printing companies yield to industry consolidation, Huston Patterson is gearing up for more print runs. And the 100-year-old-plus company is doing so with a new look, emphasizing both the experience and evolution of Huston Patterson.

“We are focusing our primary business on the large format package print industry – such as you see on point-of-purchase displays – by enhancing and expanding our equipment to provide the best quality and turnaround time for our clients,” says Thomas W. Kowa, Huston Patterson President/CEO. “We have also expanded other in-house capabilities.”

In awakening Huston Patterson’s identity as a leader in the marketplace, the company chose to bring a fresh look to their logo without losing the identity of the previous logo – a familiar symbol to loyal clients for decades. The lettering was changed to a modern, sleek block type, while the right-adjusted orientation of the wording remains the same.

“In the transition to our new identity, we dropped the word, printers, in favor of a new tagline, ‘Experience. Evolution.’” says Kowa. “The intent is to symbolize our commitment to clients by continually offering the pinnacle in service and technology.”

The three bold colors contrasted by a cool gray symbolize the visual impact of Huston Patterson’s final product. Graphic elements reinforce the company’s core strengths. The green sphere and “T” below it form a person with arms outstretched representing leadership and the people behind Huston Patterson’s success. The “ink to paper” graphic represents craftsmanship, the skill and quality required for fine printing. The impression of paper passing over a roller represents innovation, and the high level of technology and automated processes that produce the best products efficiently. Finally, the culmination of these strengths and the client experience represent unparalleled value.

Huston Patterson is the one of the oldest package printing companies in North America, and has served the large format print industry for more than 100 years. As a world-class printing organization, Huston Patterson provides clients with unparalleled value and performance through effective use of technology and craftsmanship by incorporating the unifying principles of trust, integrity and commitment. For more information, visit the Web sites at www.hustonpatterson.com and www.experiencetheevolution.com.

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Quick Facts

- Huston Patterson is the one of the oldest package printing companies in North America, and has served the large format print industry for more than 100 years.
- Huston Patterson employs about 70 professionals in its Decatur facilities, drawing talent from Decatur and 20 nearby communities.
- Consumers come in contact with Huston Patterson printed products every day, although most do not realize it. Huston Patterson prints the materials and displays for point-of-purchase and point-of-sale displays found in major retail outlets.
- Huston Patterson is ingrained in the community fabric of Decatur. The company is part of the Chamber of Commerce, and relies on many local entities to keep its doors open. Huston Patterson hires local union contractors, maintenance workers, equipment and cleaning service professionals, utilizes local freight lines and terminals and paper and other product suppliers whenever possible.
- Huston Patterson's use of soy-based inks lends a hand of support to Decatur's strong soybean processing tradition and local soybean farmers.
- Huston Patterson ranks in the top five percent of private companies found in the U.S. Census Bureau as defined by the North American Industry Classification System (NAICS) for commercial lithographic printing, which covers a wide array of printing categories, from greeting cards to sheet music to art prints.
- While the trend cited by various U.S. government sources is for large format printing company numbers to continue to decline during the next five years, Huston Patterson plans to grow sales by 20 percent in 2006, and continue its rich history of contribution to the local economy.
- Huston Patterson's vision is to be, "A world-class printing organization, providing our clients with unparalleled value and performance through the effective use of both technology and craftsmanship. This is accomplished by incorporating our unifying principles of trust, integrity and commitment to our valued clients."

Key Company Officials



Thomas W. Kowa
President/CEO

Thomas W. Kowa began work in the printing industry during high school in the 1970s, as a part-time employee for Huston Patterson. At the time, his father, Robert Kowa, was President and CEO of the company. Tom continued to work for Huston Patterson during summer breaks while he attended Eureka College. Following graduation in 1976 with a business administration degree, Tom joined Huston Patterson full-time, working in various capacities within the production arena. Tom then moved into key management positions in both Huston Patterson's Decatur, Ill., and Champaign, Ill., facilities. In 1990, Tom was named executive vice president of Huston Patterson and of sister company Sigma Graphics, a commercial printing facility in Ottawa, Ill. Tom became president of the company in 1991, following the death of his father. Tom is also actively involved in several trade organizations, including the Association of Independent Corrugated Converters (AICC).



Steve Frantz
Chief Operating Officer

Steve Frantz has been involved with the printing industry for more than 40 years, beginning in the pressroom of Colwell Printing in 1964. The publication and stationary printer became Kowa Graphics in 1975. Frantz joined the staff of Midland Litho in 1980 as assistant to the vice president, commercial division, a company known for printing Hallmark greeting cards and state road maps. In 1985, Frantz was hired by Huston Patterson as general manager, where he worked on Sangamon Greeting cards and assisted in establishing national sales territories for labels. Frantz served as vice president, sales and production, for Printing Incorporated from 1990-1995, worked as vice president of sales and marketing for Midland Litho from 1995-2000, and rejoined Huston Patterson in 2000 in his current position of COO. During his successful printing career, Frantz has worked or supervised in every area of the field but accounting.

Key Company Officials



Don Ellis
Vice President, Manufacturing

Don Ellis worked for the *Decatur Herald & Review* newspaper from 1971 to 1989, beginning as an apprentice in the composing room and then becoming a prepress foreman. In 1978, Ellis was promoted to ad services/commercial printing manager. While in the position, he initiated the division's first work from hot metal to photo composition, and began the commercial printing division. Ellis performed efficiency studies for the division that led to a streamline in operations. In 1989, Ellis joined Huston Patterson in the customer service area and quickly moved into the position of plant manager before later being named vice president of manufacturing, his current position. At Huston Patterson, Ellis has led computer-to-plate technology and remains active in directing all prepress and pressroom activities. Today, he is responsible for the entire plant and facility. Ellis has attended numerous print and technical training courses and holds an associate's degree in business management. He has also participated in quality management and ISO training to help keep Huston Patterson on the cutting edge.



Jennifer Taylor
General Manager, Sigma Graphics, Inc.

Jennifer Taylor began work at Sigma Graphics more than 35 years ago as a part-time typesetter when the company was based in Streator, Ill. In 1972, Taylor was hired full time as a typesetter and also began to work as the general ledger bookkeeper and office manager. The company moved to Ottawa, Ill. Taylor continued to serve as the company's sole typesetter until 1987. After Sigma became part of the Huston Patterson family in the 1980s, Taylor assumed responsibility for sales and customer service in northern Illinois. Taylor was named general manager in the late 1980s. Since 2003, Taylor has been dedicated to all of the managerial tasks of running the company.

Huston Patterson Company History

- Huston Patterson **began as Herald & Review Printing and Stationery in 1895**, a commercial printing division of the *Decatur Herald & Review*.
- In 1939, Ernie Huston and Jesse Patterson, **Herald & Review Printing and Stationery employees, bought the division** and renamed it. The company remained in the same location until 1953, and then moved to its present location.
- **In 1961, Robert G. Kowa bought Huston Patterson.** At the time, the letterpress printing company had print revenues of \$200,000. Shortly after Kowa's purchase, the company bought its first offset, single-color printing press.
- Kowa's oldest son, Thomas W., began working for the company in high school. After graduation from Eureka College **in 1976, Thomas joined full time.**
- As the company grew, Huston Patterson added 2-color and 4-color presses. **Not until 1978 when Huston Patterson was running three shifts and weekends did the company buy its first new presses.**
- In 1983, Robert Kowa purchased Sigma Graphics, a printing company in Ottawa, Ill. Today, **Sigma Graphics is Huston Patterson's specialty printing division**, with 4 multiple color presses and aqueous coating and 4 single-color presses.
- In the mid-1980s, Huston Patterson added another commercial printing segment, for **top sheets and labels for packaging and point-of-purchase (POP)**. In 1989, equipment was added to keep pace with the packaging and greeting card markets.
- **Thomas W. Kowa became President/CEO** following his father's death in 1991.
- In 1998, Huston Patterson added an in-house sheeter to better serve clients competitively and to pass stock savings on to clients. A year later, Huston Patterson **moved almost entirely to CTP, nearly eliminating film all together.**
- In 2001, Huston Patterson **added an 18,000 square foot building** to house a new KBA 7-color press with UV and aqueous coating for packaging and POP, and in 2005, obtained a fully automated screen unit and second KBA 6-color, aqueous coat machine – both provide clients with **unmatched versatility and speed for the most complex jobs.** The company installed a Densitometry "S", ACR (automated camera register) and all-new jogging and cutting system in the finishing area.
- Today, Huston Patterson focuses on top sheet and label printing for the packaging and point-of-purchase markets. Huston Patterson **has more than doubled print revenues** from \$9.8 million in 2001 to \$20.4 million in 2005.

Sigma Graphics Company History

- For more than 50 years, Sigma Graphics has been a full-service commercial printer, **specializing in sheet-fed offset printing.** Sigma prints and ships products all over the United States, Mexico and Canada.
- In 1961, Sigma started producing desk calendars. With honing the craft of producing calendars with personalized imprinting and drop shipping, Sigma **now produces and ships about 1.275 million calendars per year** throughout North America.
- Originally located in Streator, Ill., as a storefront printer, Sigma moved to its current **location in Ottawa, Ill., in 1972** as one of the first businesses to build north of I-80 in the area. Most staff members have been in Sigma's employ for more than 10 years.
- Sigma has **expanded its facility three times to accommodate growth.** Sigma can economically produce virtually any single to full-color printed piece while maintaining an emphasis on personal service and long-term customer relationships.
- In 1983, Sigma Graphics was purchased by Huston Patterson, and Sigma's commercial **market began to broaden** into more parts of northern Illinois, Chicago and its suburbs.
- Sigma added in 1996 **a state-of-the-art 18"x 25" 14-station Bourg Collator A Series.** At the time, only one other such piece of equipment was in operation in the U.S.
- Sigma installed in 2001, a new 46" Saber cutter with air table, and in 2002, moved a 40" Heidelberg Speedmaster to Sigma to **allow in-house 4- and 5-color work.**
- In 2005, Sigma added another 18"x 25" Bourg Collator A Series to collate, fold, stitch and trim. **Sigma owns the only 2 A Series, large-format Bourg collators in the U.S.**