



**The Printing House Limited is Recognised for Excellence in Media Communications with a Silver Reel Award.**

**Toronto, July 7, 2005**.....The Printing House Limited (TPH) has won a Silver Reel Award for External Communications from Media Communications Association International for its entry in the external communications category. The Golden Reel Awards celebrate excellence in media communications. Since 1978, Golden Reel honours have been highly coveted and recognized internationally for their prestige. The name stands for creativity and advancement in technical applications. All entries in all categories are reviewed by a Blue Ribbon Panel which confers outstanding projects with Gold, Silver or Bronze Golden Reels in various categories.

“The ‘Right Now’ Video production which was created by Whirl Inc. and produced by Sugar Media in Toronto, brought to life the various products and services TPH provides across Canada in a moment of time”, explains Alan Roberts, Vice President of Marketing for TPH. “Each and every day 65 TPH Branches across Canada exceed our Customers expectations by providing quality print products with unprecedented speed. Whirl and Sugar Media were able to capture the power of our people, our network, and our commitment to excellence.

“The ‘Right Now’, external communications video, showcases TPH employees who were chosen from an internal “Idol” contest”, explains Fawn Fairfoul, Producer and Director at Sugar Media. “TPH held ‘Idol’-like auditions with an open casting call to all TPH employees. We were unbelievably impressed with the acting ability and the process was a blast. In the end we had a cast of great actors who were also TPH employees. They really made the production come to life”.

“The “Right Now” video is being used as part an integrated marketing campaign which features the production in direct mail, on plasma screens in high retail traffic locations, and our website”, explains Alan Roberts. “Like most printing companies we have relied heavily on print products to communicate our brand in the marketplace. The “Right Now” Video lifted the TPH value proposition off the page and gave Customers and the Marketplace a virtual tour of a day in the life of The Printing House Limited without having to personally visit a TPH Branch”.

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