

**DRAFT NEWS RELEASE**  
**SUBMITTED August 10, 2010**

Media Contacts:

Ruth Limtiaco  
The Limtiaco Company  
(808) 535-9099  
RuthL@TheLimtiacoCompany.com

Clint Schroeder, President  
Hagadone Printing  
(808) 852-6301  
cschroeder@hagadoneprinting.com

## **Hagadone Printing Launches New Marketing Division & Reinforces Commitment to Sustainability in Hawaii**

### ***New H1 Marketing Division Helps Sustain Local Economy – While Print Green Initiatives Continue to Protect Hawaii's Environment***

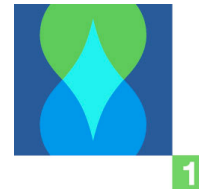
**HONOLULU, Hawaii (August 20, 2010)**— Having appointed Clint Schroeder as its president in May, Hagadone Printing has announced a new division that will virtually reinvent the company and offer its customers a full spectrum of marketing services. By tapping into a local network of highly skilled designers, content providers, developers, and e-commerce experts, Hagadone and Schroeder plan to provide the Hagadone client base with e-Solutions not easily accessible to small and mid-range clients.

The division, H1, has been established to connect local clients with local solutions. Included in the new portfolio are services such as image refinement, corporate identity, message management, strategic planning, public relations and alternative marketing. The H1 network will also offer website development and refinement, search engine optimization, iPhone and iPad app development, social media solutions, and SmartPhone message management.

“Over the past three years, many of our clients have been faced with difficult decisions with regard to staffing, marketing budgets and general reductions. Subsequently, our clients’ materials, websites and collaterals have become dated and less effective. Our intention is to provide low-cost, local solutions to our commercial and agency clients, allowing them to fully utilize the talent here in Hawaii, with the same convenience and quality assurance they currently enjoy through Hagadone Printing.” Schroeder stated. He goes on to say, “These new services are a logical extension to the materials and collaterals that we assist our clients with on a daily basis. As a printer, we are often included in the final stages of a campaign’s roll-out, and we have observed that many of our customers—particularly smaller ones—could greatly benefit from a higher level of strategic planning in the earlier stages of the campaign when tactic, image, messaging, and branding are being formed.

Schroeder has forged comprehensive partnerships to provide the marketing know-how his clients have been searching to secure. He stresses that the role of H1 is not to replace a traditional ad agency; rather, it is to aid the smaller customer who typically does not have an agency to assist them in creating a cohesive marketing plan that includes a variety of effective elements. The H1 division will act as a “One Stop – One Source” clearing house for Hagadone’s clients from quality assurance, job trafficking, deadline monitoring, and final product delivery, to invoicing, cost control and account/credit establishment. Schroeder has appointed local digital expert Jason Kama to spearhead the operations of the division. Kama officially took over the initiative on August 2<sup>nd</sup>.

The new division will be represented by its own logo—an evolution of the familiar Hagadone logo.



The new logo incorporates the core elements of the Hagadone Corporation such as a commitment to sustainability, dedication to our local work force of printing experts in addition to strength, growth, renewal, quality and success.

Additionally, the Hagadone website has been completely revamped to reflect the changes within the organization. [www.hagadoneprinting.com](http://www.hagadoneprinting.com) & [www.H1SourceMarketing.com](http://www.H1SourceMarketing.com)

In recent years, Hagadone Printing has offered sustainability and recycling programs that demonstrate a commitment to the environment, reflecting the values of its parent company, Hagadone Corporation in Coeur d’Alene, Idaho.

As part of the new company model, Hagadone is announcing a carbon offset program in partnership with the global organization, natureOffice. Each carbon-offset credit goes toward the planting and care of koa trees on the Big Island through Hawaiian Legacy Hardwood. Hawaiian Legacy Hardwoods has a 2,700-acre koa plantation on the Hāmākua Coast and aims to plant 1.3 million trees by 2016. Hagadone intends to contribute to that reforestation project by allowing each of its ecologically conscious clients to completely offset their printing jobs in a way that directly benefits the state of Hawaii.

“We want to demonstrate that while we intend to grow and diversify, we also intend to remain committed to the strong economic and environmental principles that govern the company. The

partnership with natureOffice and Hawaiian Legacy Hardwoods allows our clients to have a positive impact on the local environment. The development and launch of the H1 Division allows our clients to have a positive impact on the local economy. Both initiatives are good for the State of Hawaii, our friends, families, and futures,” says Schroeder.

As Hawaii’s largest printer, Hagadone has provided top quality printing solutions since 1995. The company prints well-known local and national magazines, inserts, visitor publications and all manner of posters, artwork, booklets, banners and signs. With the ability to print everything from high-volume work to individually customized pieces, Hagadone provides its clients with a full range of print solutions for any sized job. The Hagadone Company is also fully equipped to handle all types of binding, mailing, packaging, and promotional products.

***Hagadone Printing Company employs 150 people in Hawai’i and services over 3,000 accounts. The company offers state-of-the-art printing services as well as consultation on marketing program management through its H1 division, launched in August 2010.***

***Hagadone Printing Company is a subsidiary of The Hagadone Corporation, based in Coeur d’Alene, Idaho, recognized as the greenest printing company in the nation, with highly recognized environmental programs setting the standard in the printing industry.***

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