



Graphics of the Americas Names Inside Mac Official Broadcast Partner For The 2008 International Conference In Miami Beach

Expands Coverage with Live Audio & Video Reports from the Conference and Exhibit Hall

Integrates Social and New Media Elements to Reach New Audiences

MIAMI BEACH -- February 5, 2008 -- Graphics of the Americas today names **Inside Mac Radio & TV**, a wholly-owned Inside Media Networks program, its official broadcast partner for the annual Graphics of the Americas international trade show taking place Feb. 27 through March 1, 2008 at the Miami Beach Convention Center. The Inside Mac Radio Team specializes in trade show and event coverage, and will report live from the exhibit hall, featuring interviews with key speakers, exhibitors, and participants.

"Inside Mac Radio & TV LIVE at Graphics of the Americas 2008"

Hosted by Scott Shepard - one of the most respected technical experts in the converging arena of digital, online and broadcast media - the *Inside Mac Radio & TV* program will bring exclusive audio and video content produced live with roving reports from the show floor, conferences, and evening events. Scott will interview industry luminaries to discuss the hottest new products, issues, and technology exhibited at Graphics of the America.



"We're pleased to bring our exhibitors and attendees the excitement of live radio and video coverage right from the show floor," says George Ryan, President/CEO of the Printing Association of Florida (PAF), the sponsor of Graphics of the Americas. "Our partnership adds a new dimension to this year's conference and we're delighted that our content featured on Inside Mac Radio & TV will allow people all over the world to get in on this year's event. Our industry

is changing and converging between multiple mediums and markets such as printing, design, and photo; and this approach will help us reach more audiences than ever before."

Integrated Content Delivered to Targeted Media Communication Touchpoints

Inside Mac Radio & TV is the only Mac OS technology broadcast radio show offering the latest new media delivery formats. Inside Mac Radio & TV will feature program content from various media and event partners throughout the run of the show. The broadcasts will include exhibitors, show leaders, relevant trade articles, and product reviews culled from participating manufacturers' latest news, as well as related content via its website.

The content will be made available through the show's regular weekly broadcasts, which air Saturday afternoons in key technology radio markets, and via *ABC Starguide III* throughout the United States. Online versions of the radio and video programs are made available after the broadcasts to a growing base of 200,000+ regular subscribers via www.insidemacradio.com, Apple iTunes, RSS, YouTube, and a number of other show branded online distribution sites.

About Printing Association of Florida (PAF)

The Printing Association of Florida is one of the most active and influential printing associations in North America, with headquarters in Orlando, Fla. More than 500 Florida-based graphic arts companies consider the PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, the PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America / Graphics Arts Technical Foundation (PIA/GATF), the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. The Printing Association of Florida is located at 6275 Hazeltine National Drive, Orlando, FL 32822, by phone at 407-240-8009, fax 407-240-8333, and on the Web at www.pafgraf.org.

About Graphics of the Americas (GOA)

Now in its 33rd year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attracts print providers, suppliers and creative professionals. For 2008, GOA will be held Feb. 27 through March 1, and will provide a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit www.graphicsoftheamericas.com. Outside the U.S. and Canada, dial 407-240-8009.

About Inside Media Networks

Inside Media Networks was formed with the goal of providing entrepreneurial content producers an integrated platform to launch their programs. The organization's founding executives specialize in hands-on technical, content, distribution, sales and marketing experience in broadcast radio, television, publishing, and new media alternatives including audio and video "podcasts" formatted specifically for on-line and handheld distribution technologies. Leaders in developing original programs targeting technology markets with shows such as Inside Digital Photo & Inside Mac Radio and TV, whose online version was one of the first podcasts launched with the feature on Apple iTunes.

<http://www.insidemedianetworks.com>,

For editorial questions, please contact:



Helene Smith

HSPR for Graphics of the Americas

+1 312-388-6511

smith@helenesmith.com

Alexandra Gebhardt

Inside Media Networks

+1 908-445-4166

alex@insidemedianetworks.com