



Media Contact:
Eric Roberts
Director, Strategic Marketing
The HenneGAN Company
859-538-3000

FOR IMMEDIATE RELEASE

THE HENNEGAN COMPANY INTRODUCES STRATEGIC RELATIONSHIP WITH HIGH-END RETOUCHING AND PRE-PRESS COMPANY

*New workflow solutions offered through shared resources of pre-eminent high-quality printer and
New York City based digital and creative leader*

FLORENCE, KY, March 9, 2006 - Robert Ott, Jr, President and Chief Executive Officer of The HenneGAN Company, announced today that The HenneGAN Company, a leading provider of ultra-fine printing in the U.S.A. is introducing a new strategic relationship with thelab. thelab is a high-end creative retouching and pre-press company headquartered in New York City with offices in Los Angeles. Thelab works with many of the country's most creative advertising agencies, marketers, designers and photographers.

Mr. Ott shared: "We're delighted to enter into this strategic alliance with thelab. The many customers who enjoy the value of HenneGAN's quality and service can now also benefit from the extreme accuracy and rapid turnaround of thelab located in the heart of Manhattan. Our mutual customers will benefit from established standards in technology and workflow, cumulating in a defined and consistent color space from conceptualization to the delivery of the customer's product. By joining HenneGAN's industry-leading platform with thelab's extensive creative and retouching capabilities, the companies plan to create an even better creative and more importantly customer experience; both in Florence, Kentucky, New York City and nationally.

David Bridges, President of thelab commented: "HenneGAN shares our strong consumer focus, and by leveraging their technology and experience in concert with our quest for perfection, we can make both companies an even more central and valuable part of our customer's lives." Under the agreement, there will be established standards in technology and workflow, all to secure a consistent color space from conceptualization to the delivery of the customer's product.

About The Hennegan Company

Founded 120 years ago, The Hennegan Company lists many industry-leading, household name companies across the U.S. and around the world as customers. The majority of The Hennegan Company's work consists of sophisticated, color-intensive materials such as annual reports, catalogs, inserts and FSIs, point of purchase displays, brochures and other collateral. More information is available at: www.hennegan.com

About thelab

thelab is a high-end creative retouching and pre-press company headquartered in New York City, and has offices in Los Angeles. Thelab works with many of the country's most creative advertising agencies, marketers, designers and photographers. More information is available at: www.thelabnyc.com