

Employees of Dollco Printing Pledge \$5,600 to the Fight Against Breast Cancer

In partnership with "The Guy Show", Dollco will be hosting a Shave-Off event at the company's headquarters in Ottawa on Friday April 25th in support of Breast Cancer Research.

Ottawa, ON Canada (April 24, 2008) – Dollco Printing today announced that its employees have raised more than \$5,600 dollars to support breast cancer research. The pledges will be donated to the Canadian Breast Cancer Foundation, Ontario Chapter during The Guy Show at Lansdowne Park - a consumer trade show featuring a variety of guy-related products and exhibitors.

Dollco kicked off the campaign earlier this month when an employee of the company, Claude Maxwell was nominated by some of his co-workers to publicly have his head and beard shaved at "the Great Shave-off" taking place at the local Guy Show exhibition on April 25-27, 2008. Donations pledged by his co-workers were collected by Steve Maxwell, another Dollco employee.

To assist in the efforts of the pledge drive, Dollco department manager, Ron Raitt decided to get involved and put forth a challenge to rest of the company to match some of the contributions. The challenge was highly successful and exceeded expectations as the company pitched in a generous sum and more employees pledged their support for the cause.

"I'm pleased by the tremendous sign of support made by Dollco's staff," said Kevin Nicholds, President of Dollco Printing. "We're proud of the team spirit to drive such a worthy cause."

In an interesting twist to the fund raising campaign, Dollco employees then challenged the department manager to have his head shaved as well, but on company premises so everyone could witness the event. Dollco's Bindery Manager, Ron graciously agreed, resulting in the company hosting an on site shave-off event in an attempt to raise additional funds for the Canadian Breast Cancer Foundation. All the proceeds will be contributed to his co-workers participation and donated during the "The Great Shave-Off" at The Guy Show.

Producer of The Guy Show, Einar Murchinson said "Dollco has definitely been a corporate leader in this initiative to help raise money for the fight against breast cancer. We truly thank them for all their efforts."

Dollco's fund raising "Shave-Off" event in support of Breast Cancer Research, will be held on Friday April 25th, 2008 at the company headquarters in Ottawa. Additional pledges by Dollco employees continue to roll in and will be collected throughout the week leading up to the event.

About Dollco Printing

Dollco Printing is one of Canada's largest privately-owned printing companies offering the most comprehensive suite of printing services under one roof in Canada.

Headquartered in Ottawa, Canada, Dollco Printing operates out of a 120,000 square foot, custom-built production facility. The company employs 300 people with offices in Ontario, Quebec, Atlantic Canada and the northeastern United States. Dollco is committed to providing responsive, resourceful service to each and every customer. www.dollco.com

About The Guy Show

The Guy Show is a consumer trade show that features 150 exhibitors specializing in all things manly. Held in Ottawa at Lansdowne Park on April 25-27, 2008, it is the second year the exhibition will showcase the latest and greatest guy products and services. Last year over 20,000 folks attended the show. This year the show will feature "The Great Shave Off", a fund raising event benefiting the Ottawa Regional Cancer Foundation. For more details on the guy show, visit www.guyshow.ca or contact Einar Murchison Einar@guyshow.ca
Tel: 613-668-7769.