

FOR IMMEDIATE RELEASE

Mark Bonacorso Launches Media Ink.

New Public Relations Firm to Serve Graphic Arts, Printing and Imaging Markets

November 21, 2006—Tucson, Arizona and Sioux Falls, South Dakota—Mark Bonacorso, former vice president of media relations for Hayzlett & Associates, today announced the launch of Media Ink., a public relations firm serving the graphic arts, printing and imaging markets. Media Ink. was formed by the acquisition of Hayzlett & Associates by Mark Bonacorso, who served as vice president of the firm prior to Jeffrey Hayzlett taking the position as Chief Marketing Officer at Eastman Kodak. The completion of the acquisition finalized on November 1, 2006 with Bonacorso serving as president and CEO, accompanied by Jada Bulgin as account executive along with office support staff. Bonacorso will operate out of Media Ink.'s headquarters in Tucson, Arizona with Bulgin maintaining an office in Sioux Falls, South Dakota.

Prior to founding Media Ink., Bonacorso was vice president of media relations for Hayzlett & Associates, a PR and business development firm. Previously, Bonacorso was director of marketing communications at Webprint, where he was responsible for the company's initial launch at On Demand 2001 and subsequent corporate and product marketing functions. Prior, Bonacorso has held senior positions with, Informix, Atari, Crescendo Communications (now part of Cisco Systems), iReady Corporation and liveMetro.com, as well as seven years with Sun Microsystems. Bonacorso's education includes a Bachelor of Science degree in Graphic Design from San Jose State University.

"With the acquisition behind me, I can now devote my full attention to my existing and future clients," said Mark Bonacorso, president and CEO of Media Ink. "I've been fortunate to retain a solid base of marquee accounts and I look forward to expanding the business both within the industry and outside of it."

Mark's 25 years of experience in the high technology marketing communications combines advertising art direction, graphic design, print production, project management, event management, press and analyst relations. This experience embodies senior positions in engineering workstation, higher education, networking, business productivity software, Internet software, database, digital printing and home video entertainment markets where he managed project and departmental budgets, worked in both established and start-up environments, managed vendors, staff, creative talent and consultants.



“Mark is a rare breed of PR professional that truly understands his clients’ offerings and can speak in detail on their behalf at any time,” said Mark Michelson, editor-in-chief at Printing Impressions Magazine. “In addition, he maintains outstanding relationships with the media and has a keen sense of industry trends.”

Currently, Media Ink. services a broad client base that includes technology, trade associations, conference, tradeshow and print providers, as well as non-profit, an advisory firm and paper manufacturer.

About Media Ink.

With offices in Sioux Falls, South Dakota and Tucson, Arizona, Media Ink. is a public relations and marketing firm specializing in the graphic arts, printing and imaging industries. Media Ink. serves as both public relations counsel and as advisors to management teams. Due to established working relationships with the media, corporate executives, association leaders and other professionals, Media Ink. is able to provide tangible results for its clients. For more information on Media Ink., contact Mark Bonacorso, at 520-825-0217 or email at markb@mediaink.biz.

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