



FOR IMMEDIATE RELEASE

Zenger Group Acquires Boncraft, Combining Long-Time, Family-Owned Buffalo Printing Companies

BUFFALO, N.Y., July 30, 2010 — Zenger Group, a leading print and marketing communications services provider, has acquired the assets of Boncraft, Inc., combining two of the Buffalo area's long-standing, family-owned printing businesses. Zenger Group will retain the Boncraft name with Zenger Group co-branding, and all 55 staff members will be offered Zenger Group employment in what is expected to be a relatively seamless transition, according to Stephen R. Zenger, president and CEO, Zenger Group.

"Boncraft is a strong brand in the printing industry, with great production facilities and great people," Zenger said. "By bringing Boncraft into the Zenger Group family, we broaden the scope of our manufacturing and employment presence while expanding the geographic reach of our client base. Boncraft also extends our overall group portfolio with some new capabilities, particularly in packaging."

Boncraft CEO Timothy Bubar and President James Bubar will remain with Zenger Group in managerial capacities. "We're seeing two of Buffalo's leading printing families come together to produce a world-class organization with exceptional depth and breadth," Timothy Bubar said. "We believe that joining the Zenger Group is a great opportunity to move this business forward for our customers and employees.."

Boncraft has two locations: a 23,000 square-foot printing and finishing facility on 4222 South Taylor Road, Orchard Park, and a 16,000 square-foot direct mail processing, fulfillment and warehousing center at 3556 Lakeview Road, Hamburg. Retaining the Boncraft brand under the Zenger Group umbrella is a model employed successfully by Zenger in past acquisitions. Zenger acquired Partners Press in 2001 and has maintained and grown its brand identity since.

About Boncraft

Boncraft was founded in 1952 by James Bubar and Chester Sasinowski. Since Bubar's death in 1975, his sons Kenneth, Raymond and James have operated the business. Timothy Bubar represents the third generation to be active in the company.

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About Zenger Group

Buffalo, N.Y.-based Zenger Group provides timely and smart managed solutions for graphic and marketing communications since 1980. With the addition of Boncraft, the company has 120 employees in four divisions at five facilities. Its portfolio of services include: photography; creative design; electronic pre-press; small, medium and large-format offset printing; variable-data and on-demand digital printing; packaging; and direct mail processing. Web site: www.zenger.com.

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