

**SHIMANO AMERICAN CORPORATION AWARDS PSB, INC.  
IN LAKE FOREST, CA WITH  
ENVIRONMENTALLY CONSCIENTIOUS BUSINESS AWARD:**

LAKE FOREST, CA: In March of 2009, as an acknowledgment of a consistent and ongoing effort to improve environmental sustainability within the workplace, PSB Integrated Marketing was awarded with Shimano American Corporation's "Environmentally Conscientious Business Award" for 2008.

PSB was chosen out of a potential pool of 8,000 customers and vendor partners of Shimano as a result of their overall commitment to environmentalism in business.

Bill Berndt, owner of the Lake Forest based PSB commented, "We have always aimed for ways to incorporate environmental practices into our work and this award acknowledges the hard work that our employees do each day to live up to these standards."

PSB was also one of the first certified green printers in Orange County and has made "green" operations a cornerstone of their business model. For instance, they were the first printing firm in southern California to switch to an in-house, natural gas-powered, electrical generator for energy efficiency and cost savings. Adoption of the strict standards for certified green printing practices has been in place for nearly three years. Through the Forestry Stewardship Council, PSB adheres to strict supply chain requirements in the management of paper stock from certified forests.

Recycling is a way of life at PSB. In fact, PSB recycles more than two tons of paper per week. Each printing plate is recycled. All spent chemicals are recovered from the operation. In addition, they have automatic light switches and have replaced plastic utensils with silverware and reusable plates. It adds up to a lot of little things that can make a big difference.

David Pfeiffer, President of Shimano American Corporation said, "Of the notable companies identified through our Vendor/Supplier/Customer recognition and nomination process, PSB came out shining. Shimano American Corporation is proud to be affiliated with PSB, both as a business associate, and as a corporation that continually strives for better ways to improve the relationship between business, community and the environment."

PSB Integrated Marketing has offered comprehensive design, print and mailing services for over 18 years, specializing in financial marketing, print marketing, and aesthetic and cosmetic marketing. From their corporate headquarters in Lake Forest they serve clients throughout Orange County and the United States. PSB has been a long-standing supplier to Shimano American Corporation. #