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NEWS RELEASE

AmericanColor

AMERICAN COLOR GRAPHICS FILES PRE-PACKAGED PLAN OF REORGANIZATION IN ORDER TO IMPLEMENT MERGER WITH VERTIS COMMUNICATIONS

OPERATIONS TO CONTINUE UNINTERRUPTED, TRADE CREDITORS EXPECTED TO BE PAID IN FULL

COMMITMENT FOR UP TO $135 MILLION IN NEW FINANCING RECEIVED

NASHVILLE, TN (July 15, 2008) – American Color Graphics, Inc. ("the Company"/ "American Color") today filed voluntary petitions for reorganization under Chapter 11 of the Bankruptcy Code, accompanied by a pre-packaged plan of reorganization, the terms and conditions of which have been accepted by its noteholders. This action is a part of the merger agreement and comprehensive restructuring plans jointly announced by Vertis Communications ("Vertis") and American Color on May 22, 2008. The restructuring and merger are intended to improve the combined company's financial strength and expand the scope of products and services offered to its customers.

More than 99.9 percent in dollar amount that voted and 95.3 percent in number of the holders of American Color's 10% Senior Second Secured Notes due 2010 (the "2010 Notes") that voted on American Color's reorganization plan voted in favor of the plan. Approximately 100 percent in dollar amount and 100 percent in number of holders of Vertis' 9.75 percent Senior Secured Second Lien Notes due 2009, 98.6 percent in dollar amount and 98.3 percent in number of holders of Vertis' 10.875 percent Senior Notes due 2009, and 100 percent in dollar amount and 100 percent in number of holders of Vertis' 13.5 percent Senior Subordinated Notes due 2009 (collectively, the "Vertis Notes") that voted on the Vertis reorganization plan voted to approve the Vertis plan. To implement the restructuring plan and consummate the merger, both American Color Graphics and Vertis Communications are launching pre-packaged Chapter 11 proceedings expected to be completed in about 60 days.

Because the merger includes American Color's Canadian operations, the Company has also applied to the Superior Court of Justice in Ontario for an order that recognizes the Chapter 11 proceedings as "foreign proceedings" under Section 18.6 of the Companies' Creditors Arrangement Act.

"We are extremely pleased with the tremendous progress that has been made to date. We remain on track to complete the merger later this summer," said Steve

Dyott, chairman and CEO of American Color. "Today's actions and the resulting merger with Vertis will allow both companies to achieve a more appropriate capital structure, better position us to meet the challenges of our industry, and make an exciting array of new opportunities available to our customers."

American Color also announced today that it has received a commitment for up to $135 million in debtor-in-possession (DIP) financing from Bank of America. The Company will seek authority to access these funds at the "first day" hearing. "This financing should assure our suppliers and customers that we have more than adequate financial resources to continue operating in the ordinary course of business during the Chapter 11 proceedings," Mr. Dyott said.

American Color emphasized that it will be operating as usual and continuing to serve and support its customers without interruption throughout the pre-packaged Chapter 11 proceedings and that employees' schedules will not be affected. Moreover, the terms of the pre-packaged plan of reorganization already agreed to by the Company's noteholders call for all trade creditors, suppliers and customers to be paid in full. To ensure that its customers and suppliers are unaffected by the Chapter 11 proceedings, American Color is seeking immediate Court authorization during its "first day" hearing to continue paying them in the ordinary course of business.

Under other key terms of the pre-packaged reorganization plans, holders of American Color's 10% Notes and Vertis notes will be exchanging their notes for an aggregate of $550 million in new Vertis notes and substantially all the new equity in the combined company. The consensual financial restructurings will reduce the combined company's debt obligations (including off-balance sheet accounts receivable facilities and approximately $248 million of Vertis Holdings Mezzanine Notes) by approximately $1 billion before transaction fees and expenses.

As previously announced, the merger will integrate American Color's eight offset and flexographic print manufacturing sites, one Total Market Coverage facility, numerous managed service sites, and six premedia facilities into Vertis. The combination of American Color's operations and capabilities with Vertis Communications' advertising insert production, premedia, direct marketing, and media placement capabilities will offer clients an expanded range of services and access to even greater combined production capacity.

American Color filed its voluntary petitions for reorganization under Chapter 11 of the U.S. Bankruptcy Code in the U.S. Bankruptcy Court for the District of Delaware in Wilmington. Application for recognition of the Chapter 11 proceedings under Section 18.6 of the Companies' Creditors Arrangement Act has been made to the Superior Court of Justice in Ontario. Vertis filed its voluntary petitions for reorganization under Chapter 11 of the U.S. Bankruptcy

Code in the U.S. Bankruptcy Court for the District of Delaware in Wilmington today as well.

“We look forward to quickly and successfully completing this last phase of our restructuring so that we may embark on the next chapter of our history. Together as one company, with a significantly strengthened capital structure and even greater ability to respond to our customers’ needs, we will be uniquely positioned to compete in today’s challenging and ever-changing environment,” Mr. Dyott concluded.

Additional information will be available on American Color’s website or by calling the Company’s toll-free information line at (866) 739-8117.

About American Color

American Color is one of North America’s largest and most experienced full-service premedia and print companies, with eight print locations across the continent, a TMC facility, six regional premedia centers, photography studios nationwide and a growing roster of customer managed service sites. Expert in a full range of products such as retail, newspapers, direct mail, catalog, publication, packaging, book, comic, and commercial products, American Color has been an innovative industry leader for over 80 years. The company provides solutions and services such as asset management, photography, and digital workflow solutions that improve the effectiveness of advertising and drive revenues for their customers. For more information, visit www.americancolor.com.

About Vertis Communications

Vertis Communications is a premier provider of print advertising and direct marketing solutions to America’s leading retail and consumer services companies. Vertis delivers marketing programs that create strategic value for clients by using proprietary customer research, database targeting technologies, premedia and media services, combined with its world-class printing expertise. Headquartered in Baltimore with over 100 locations in the U.S., Vertis Communications has been recognized as one of Fortune magazine's "Most Admired Companies" in advertising and marketing. For more information, visit www.vertisinc.com.

This press release may contain forward-looking statements. The words “believes, “anticipates, “expects, “estimates, “plans, “intends,” and similar expressions are intended to identify forward-looking statements. All forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from projected results. Factors that may cause these differences include fluctuations in the cost of raw materials we use, changes in the advertising, marketing and information services markets, the financial condition of our customers, actions by our competitors, changes in the legal or regulatory environment, general economic and business conditions in the U.S. and other countries, and changes in interest and foreign currency exchange rates.

Completion of the merger and consummation of the pre-packaged plan are subject to the satisfaction of customary closing conditions and the receipt of necessary approvals, including approval by the Bankruptcy Court of the Chapter 11 plans referred to above. Certain additional factors could affect the outcome of the matters described in this press release. These factors include, but are not limited to, (1) the occurrence of any event, change or other circumstances that could give rise to the termination of the merger agreement *and/or the plan support agreements Vertis and American Color Graphics executed with certain stakeholders; (2) the outcome of any legal proceedings that may be instituted against the company and others; (3) the failure to satisfy other conditions to completion of the merger and/or consummation of the plans; (4) the failure of the company to obtain the financing necessary to consummate the merger and the plans; (5) risks that the proposed transaction disrupts current plans and operations and the potential difficulties in employee retention as a result of the announced transactions; (6) the ability to recognize the benefits of the merger, including any synergies that may result from the merger; (7) the amount of the costs, fees, expenses and charges related to the merger and the plan and the actual terms of certain financings that will be obtained for the merger; (8) certain events that may occur in the Chapter 11 cases, including the objections to any of the plan, and (9) the failure of any of the lenders to provide the financing contemplated by the commitment letters due to the failure of a closing condition or otherwise. Many of the factors that will determine the outcome of the subject matter of this press release are beyond the company's ability to control or predict.*

Consequently, you should consider any such forward-looking statements only as our current plans, estimates, and beliefs. Even if those plans, estimates, or beliefs change because of future events or circumstances, we decline any obligation to publicly update or revise any such forward-looking statements.

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