



SandyAlexander

200 Entin Road
Clifton, NJ 07014
973-470-8100 973-470-9269 (fax)
www.sandyinc.com

Press Release

*For more information, contact:
Jonathan Fogel, Senior Vice President
jfogel@sandyinc.com*

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Sandy Alexander Prints Highest Recalling Ad of 1st Quarter for Gap

Clifton, NJ – A multi page Gap advertising insert that was printed by Sandy Alexander, the largest independently owned high-end commercial printing company in the country, received the highest total recall ranking of any ad in the first quarter of 2005. Results of the VISTA Print Effectiveness Rating survey of InStyle’s March Issue, that measured the recall of more than 200 ads, indicated that the Gap ad was recalled by more than nine out of ten readers, outperforming the issue average by 63%. In addition to InStyle, the Gap ad ran in several other U.S. publications and was also distributed in Japan. The VISTA Print Effectiveness Rating survey is conducted by Affinity Research of New York.

The insert, featuring Gap spokesperson Sarah Jessica Parker, was designed by Laird + Partners, New York. In order to provide maximum impact, the ad consists of a narrow width “mini” eight page scalloped die-cut brochure tipped into a full size four page insert. The insert was printed on 100# dull coated stock utilizing a unique pearlized varnish technique that was developed jointly by Sandy Alexander and ink manufacturer, Ink Systems of Los Angeles.