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**FOR IMMEDIATE RELEASE**

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### **Kineo Group Principal Deborah Schneider to serve on PRIMIR Expert Panel**

**•Kineo Group Creative Director adds insight to panel discussion on the future of the commercial print industry**

**CHICAGO, July 25, 2011** –It has been recently announced that Kineo Group Principal Deborah Schneider has accepted an offer to speak as part of an event organized by PRIMIR (Print Industries Market Information and Research Organization). The PRIMIR Summer Meeting will take place on August 1st and August 2nd at the RR Donnelly Headquarters in Chicago, Illinois.

Ms. Schneider has extensive experience in the field of creative and visual design. She owned Deborah Schneider Design for 15 years until it merged in 2000 with another nationally recognized design firm. In 2008, Deborah joined The Kineo Group, as a principal. She has worked with a wide range of clients to consistently achieve excellence in strategic graphic design, corporate branding, identity communications and information communications. Throughout her career, she has focused on developing and implementing successful branding programs that are process-driven and accountable. Her work has been recognized on numerous different occasions by all major design publications. She has taught visual communications at the School of the Art Institute and is a frequent speaker on design issues.

"I am looking forward to serving as a member of panel discussion at the PRIMIR summer meeting," Schneider said. She continued, "With the evolution of general commercial printing becoming an increasingly salient matter, it is more important than ever to collectively share ideas in an open forum. I look forward to collaborating with other members on the panel in order to create an atmosphere for profound discussion and critical analysis."

PRIMIR is a subsidiary research entity of NPES (National Printing Equipment Association) and is the premier market research association of the graphic communications industry. Members are from diverse segments of the industry and are industry leaders in their area of specialty.

#### **About The Kineo Group**

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits.

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