

## **3M Commercial Graphics` Paul Acito Appointed to New York Festivals` Board: Fleet Graphics Category added to Organization`s International Design Competition**

Paul Acito, 3M Commercial Graphics' sales and marketing director, has been appointed to the New York Festivals' Board of Judges and Advisors. In conjunction with Acito's appointment, the New York Festivals also announced the addition of a fleet graphics category to its 2004 International Design, Print & Outdoor Advertising Awards.

"I am delighted to see the vital role that fleet graphics play in outdoor advertising recognized by such a prestigious international awards competition as the New York Festivals," said Acito.

Fleet graphics represent an increasingly important promotional medium in advertising and design with an estimated \$500 million spent annually in the United States alone.

"3M is perceived around the world as the innovator in fleet graphics," said Anne White, director of marketing for the New York Festivals. "By appointing Paul Acito to our Board of Judges and Advisors, we will be able to use his tremendous international experience in helping establish this exciting new award category."

Paul Acito has worked in a variety of assignments in his more than 20 years at 3M including spending five years in 3M Europe. A Certified Six Sigma Master Black Belt, Acito is responsible for the Commercial Graphics Division's worldwide marketing and sales activities.

The 2004 International Design, Print & Outdoor Advertising Awards is currently accepting entries until March 22, 2004. Finalists in the Fleet Graphics category will be announced in May.

Scotchprint(R) Graphics from 3M Commercial Graphics Division help customers worldwide build their brand by providing a total large-format graphics solution. 3M meets our customers' objectives by manufacturing or certifying large-format graphic software, hardware, inks, toners, graphic films and flexible sign facings used to create large-format finished graphics of unparalleled consistency, reliability and durability. For information on Scotchprint(R) Graphics - the brand that builds your brand - call 1-800-328-3908 or go to: [www.scotchprint.com](http://www.scotchprint.com).

### About the New York Festivals

The New York Festivals (NYF) oversees and runs six international awards competitions: Film & Video; Television Programming and Promotions; Radio Programming and Promotions; Television and Radio Advertising; Interactive Media; and Design, Print & Outdoor Advertising. Entries to each of these competitions are judged in the United States and around the world by panels of peers in their respective industries. Gold, Silver and Bronze World Medals are awarded to the highest scoring entries in each category. Blue ribbon panels of judges and advisors select grand Awards for each competition. Founded in 1957, the New York Festivals now has representation in more countries than any other media competition. In 2003, it received entries from companies in 62 countries. For more information, contact Anne White, Director of Marketing, email [awhite@newyorkfestivals.com](mailto:awhite@newyorkfestivals.com). Phone 212-643 4800 or visit [www.newyorkfestivals.com](http://www.newyorkfestivals.com).

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