



STATE OF NEW YORK | EXECUTIVE CHAMBER

ANDREW M. CUOMO | GOVERNOR

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**GOVERNOR CUOMO ANNOUNCES MERCURY PRINT PRODUCTIONS WILL
INVEST \$3.8 MILLION AND EXPAND IN ROCHESTER**

Company will Expand Locally Rather than Overseas

*Investment in State-Of-The-Art Machinery will Retain 81 At-Risk Jobs and Create 40 Jobs in
Monroe County*

Governor Andrew M. Cuomo today announced that Mercury Print Productions, Inc. (MPP) will invest in a new, high-speed book printing and binding machine that will result in the retention of 81 at-risk jobs and create 40 new jobs over a three year period. The \$3.875 million investment by the high-end printer and binder of school textbooks will secure jobs in New York state instead of China, where this line of work is almost exclusively done.

“Mercury Print Productions has grown its business by investing in new technology, diversifying its products and focusing on efficient management,” Governor Cuomo said. “At a time when the commercial print industry is suffering, MPP is focused on bringing back work from China and investing in Rochester. It is a company that leads by example.”

“I am thrilled that Mercury is expanding,” Lieutenant Governor Robert Duffy said. “This is a strong investment in Rochester that will create jobs and put New Yorkers back to work. This is a sign of what’s to come as we put together our Regional Economic Development Councils throughout the State.”

Mercury Print Productions President and CEO John Place said, “We are very happy to be expanding our business right here in Rochester, New York. We had considered locations outside New York State for this, but based upon the tremendous quality of our workforce here as well as the help provided by Empire State Development, the decision to expand locally was an easy one to make. We are very appreciative to Governor Cuomo and the staff at Empire State Development in this effort.”

Empire State Development is assisting the project with a \$250,000 capital grant to be disbursed as the company reaches its investment and employment targets. Monroe County and the City of Rochester are also instrumental in this project.

ESD President & CEO designate Kenneth Adams said, “MPP has found a niche in the textbook printing marketplace with the short-run customization that the market now demands. With the company’s investment in modern machinery and continued growth, it serves as an example of a New York state-based operation creating good, private sector jobs. I am pleased that under Governor Cuomo's leadership, the state was able to assist in this endeavor.”

Mercury Print Productions has operated a commercial printing operation in Rochester since 1969. In 2005, MPP began serving the educational book publishing market. The demand for short-run, digitally produced educational materials is driven by a government mandate for the customization of educational books, along with a needed solution for controlling inventory levels and reducing costs. Since the mandate went into effect, MPP’s Book Division has grown into a \$12 million business that employs 70 of the overall business’ 210 employees. MPP considered relocation to an out-of-state site near its largest customer/distributor before deciding to place this investment in Rochester.

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First (www.NYfirst.NY.gov). ESD is committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York state. ESD is intent on paving the way for New York to become the leader of the innovation economy and one of the most business-friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information on Empire State Development, please visit www.esd.ny.gov.

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