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**GLOBAL GRAPHICS AND TECHNOLOGY LEADER SELECTS BLUEDIA TO INTRODUCE  
REVOLUTIONARY PRODUCT LINE TO 21,000 INDUSTRY PROS**

*bluemia Wraps Monster Truck for 3M Graphics' Product Unveiling at Annual Specialty Graphic Imaging Association Expo Conference in Las Vegas*

**Tempe, Ariz. – (May 23, 2007) —** [bluemia](http://www.bluemia.com) ([www.bluemia.com](http://www.bluemia.com)) today announced that it was selected, out of thousands of print and graphics companies globally, to help introduce 3M's enhancement to its line of graphic films using the new 3M™ Comply™ v2 Adhesive Technology. As part of the product launch, bluemia wrapped and designed a 36 foot long Monster truck limo using the new high-performance graphics film showcased at this year's annual 2006 Specialty Graphic Imaging Association Expo (SGIA) recently held September 26-28 at the Las Vegas Convention Center. SGIA is a national industry conference designed for printing and imaging professionals. This is the second year in a row bluemia has been chosen by 3M for the SGIA conference.

"We are pleased to partner with leading-edge creative printing and graphics firms like bluemia to showcase 3M graphics products." said Tom Black, marketing operations manager, 3M Graphics Market Center. "We are known for our patented Controltac and Comply Adhesive technologies. When our technologies are used by experts, such as bluemia, it allows us to get direct feedback and continue to provide the market with products they need."

As part of the campaign, not only did bluemia wrap the vehicle at the industry conference but it also drove the wrapped Monster Truck from Tempe to Las Vegas, causing traffic from onlookers at the Hoover Dam because of the explosive graphics.

"Working with 3M in this type of partnership allows us to continue to be actively engaged in the national vehicle graphics market and gain exposure for our non-traditional approach," said Jared Smith, president of bluemia. "As one of the nation's volume buyers for 3M graphics films used in our vehicle wrap service offering, we are proud to be able to offer 3M's newest high-performance product line to our business customers."

bluemia applies its unique depth of expertise to every project, building on years of experience and research to make vehicle, large format and environmental graphics more eye-catching, resilient and effective for driving customers' market growth. Securing partnerships with national companies like 3M has positioned bluemia as a trusted industry leader with the creativity and tools to achieve award-winning results for local and national clients.

**About bluemia**

bluemia is a leading provider of design and printing for use in vehicle, large format and environmental graphic applications for B-to-B and B-to-C organizations. An internationally recognized, award-winning company with a proven track record in the large-format graphics industry, bluemia aims to transform the marketing industry through its innovative, customized solutions that overlap across a multitude of mediums. Through its combination of cutting-edge technology, nontraditional approach to ideas and design expertise, bluemia helps companies get noticed and grow market share through highly relevant communications. Headquartered in Tempe, Ariz., bluemia's clients include: Coca-Cola, Wells Fargo, Arizona State University and Clear Channel Communications.



### **About 3M**

A global, diversified technology company, 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. The **3M Graphics Market Center** helps customers worldwide build brands by providing total large-format graphics solutions. 3M manufactures or certifies large-format graphic software, hardware, inks, toners, graphic films and flexible sign facings used to create large-format finished graphics that are consistent, reliable and durable. For more information call 1-800-328-3908, or go to [www.3M.com/graphics](http://www.3M.com/graphics).

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