



News Release

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3D Systems Teams With The Alliance for Young Artists & Writers

- Cube Debuts at 2012 NAEA National Convention -

NEW YORK, New York, March 1, 2012 – [3D Systems](#) Corporation (NYSE:DDD) announced today its collaboration with The Alliance for Young Artists & Writers, the national non-profit organization that presents the prestigious Scholastic Art & Writing Awards, and the company's joint participation at the National Art Educator Association's 2012 National Convention, March 1 – 4, 2012 at the New York Hilton. 3D Systems is presenting demonstrations of its classroom ready [Cube™ 3D printer](#) in an exclusive unveiling to nearly 7,000 art educators from across the country.

The innovative Cube™ printer technology is the modern representation of the innovation and vision that the Scholastic Awards have encouraged in classrooms across the country for nearly 90 years. The Scholastic Awards are the nation's longest-running, most prestigious recognition program for teenagers and encourages students in the visual and literary arts to submit their most outstanding art and writing for recognition, publication, exhibition and scholarship opportunities. Notable cultural contributors such as Andy Warhol, Truman Capote, Robert Redford, Sylvia Plath, Richard Avedon and Zac Posen have all received Scholastic Awards as teenagers.

The [Cube™](#) 3D printer is packed with education friendly classroom features and comes with a membership to [Cubify.com](#). The Cube™ 3D printer, with coloring book simplicity and affordability, empowers young people and educators alike to express themselves in 3D and to use this advanced technology as a medium to captivate imagination and innovation. As the ultimate online 3D destination for young artists and creators,

Cubify.com offers teaching professionals a compelling and unique platform to communicate and collaborate with their students.

“We are thrilled to introduce the art education community to the world of 3D printing,” said 3D Systems President and CEO, Abe Reichental. “Bringing tomorrow’s tools into the classroom today, is sure to inspire our children to create and make and, as they see their designs come alive, unleash invaluable artistic and innovation skills that are certain to enhance their competitiveness as they enter the employment marketplace.”

“Collaborating with 3D Systems is a great way to bring something fun and forward-looking to the attention of art teachers, who are so critical to the success of the Scholastic Art & Writing Awards,” said Virginia McEnerney, Executive Director for The Alliance for Young Artists & Writers.

“With coloring book simplicity and affordability we believe empowering our kids to express themselves in 3D is becoming an ever more necessary skill and craft,” said Reichental. “We are excited to see what the early generations of 3D artists produce.”

About 3D Systems Corporation

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

More information on the company is available at www.3DSystems.com.

To experience our entire range of 3D content-to-print products and services please visit www.printin3D.com, www.production3dprinters.com, www.zcorp.com, www.toptobottomdental.com, www.quickparts.com, www.3Dproparts.com, www.alibre.com, www.bitsfrombytes.com, www.botmill.com, www.cubify.com, www.The3dStudio.com, www.freedomofcreation.com, www.sycode.com, blog.3dsystems.com, or via email at moreinfo@3Dsystems.com.

About The Alliance for Young Artists & Writers

The Alliance for Young Artists & Writers, a 501(c)(3) nonprofit organization, identifies teenagers with exceptional artistic and literary talent and brings their remarkable work to a national audience through The Scholastic Art & Writing Awards. The Awards have an impressive legacy dating back to 1923 and a noteworthy roster of past winners including Andy Warhol, Sylvia Plath, Truman Capote, Richard Avedon, Robert Redford and Joyce Carol Oates.

The Awards are an important opportunity for students to be recognized for their creative talents. Each year, the Alliance partners with more than 100 regional affiliates across the country to bring the program to local communities. Teens in grades 7 through 12 can apply in 28 categories of art and writing for the chance to earn scholarships and have their works exhibited or published.

Year after year the program continues to grow with increased participation from students and partners across the country. To date, the Awards have encouraged over 13 million students, recognized more than 9 million young artists and writers, and made available more than \$25 million in awards and scholarships. They continue to be the longest-running, most prestigious recognition program for creative teens in the U.S., and the largest source of scholarships for young artists and writers.

More information on the organization is available at www.artandwriting.org.