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PRINTABLE ANNOUNCES ALLIANCE WITH ACCUDATA AMERICA

With the AccuData alliance, users of Printable's online variable data solutions will be able to purchase and merge prospect lists for personalized direct mail.

Solana Beach, CA – May 2, 2005 – Printable Technologies, Inc. (Printable), the world leader in online Variable Data Printing (VDP) solutions, has completed an agreement with AccuData America – a PRIMIS company – that will provide access to customized prospect databases through Printable's e-commerce VDP engine. Working from Printable's online PrintOne Customer Center, print buyers will be able to segment and purchase data files based on a variety of demographic variables, upload those files, and use them to personalize a printed piece for each recipient according to established business rules.

"Our web-to-print VDP platforms allow print buyers to log on to a branded print-ordering interface, define the business rules used to customize each piece, and order print runs of any length from their print service provider," noted Coleman Kane, CEO of Printable. "This is the essence of personalized, one-to-one printing."

"Now users can enhance their marketing and prospecting activities by acquiring prospective customer databases without leaving their browser-based print-procurement dashboard. Our end-to-end VDP platform is now truly all-inclusive – you can upload your artwork, identify the variable content that changes with each profile, purchase prospect databases to enhance your legacy database, and click-to-print," added Kane.

"AccuData, the world's largest provider of multi-source, compiled data and database marketing solutions, offers a broad range of highly customized lists – for research, new customer prospecting, and other unique applications," noted Michael Peterman, AccuData's VP of Strategic Partnerships. "By linking this data directly to Printable's print-procurement portal, anyone from marketing to print-procurement can initiate direct mail campaigns in short order. All of the elements of a personalized campaign are seamlessly integrated."

"The ability to create queries, make your data selection and order consumer or business databases online," Peterman said, "greatly improves the speed of data delivery and simplifies the list identification process for all users. Through this partnership and the use of this technology, we can offer our competitively priced consumer and business databases to Printable users, twenty-four hours a day, seven days a week. This online delivery mechanism allows users in enterprises, commercial service printers, in-plant services, and agencies and service bureaus around the world to implement highly sophisticated personalized campaigns easily and cost-effectively."

About Printable Technologies

Printable Technologies is a world leader in providing online Variable Data Printing Solutions to commercial and digital print service providers, ad agencies and direct marketing companies, and the enterprises using their services. Three modules - PrintOne Customer Center, Printable Dashboard, and Printable Manager – comprise the Printable System, delivering real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer.

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Printable solutions easily integrate with ERP solutions such as Ariba, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Prism and Quantum; and major digital production workflows from Hewlett-Packard, Canon, Xerox, NexPress, and more.

Today more than 500 service providers around the world use the Printable VDP and online workflow systems to serve more than 1,300 corporate customers. Improved efficiency for every aspect of the procurement process means printers enjoy higher revenues, new business growth, and better customer retention. For more information, go to www.printable.com.

About AccuData America

Founded in 1990, AccuData America, a PRIMIS company, is a leading provider of direct marketing services that helps companies identify prospects, capture more new customers and retain and grow existing customer bases. AccuData employs more than 150 data consultants who have real-time access to the major marketing information databases, and provides list and information services and direct marketing data solutions. This unique multi-source approach allows AccuData to deliver extensive direct marketing products and strategies for all users of data solutions, including resellers and end-users. For more information, call 1.800.732.3440, e-mail info@accudata.com, or visit www.accudata.com.

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