



Printable Technologies, Inc.
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NEW MODULES AND NEW FUNCTIONALITY FROM PRINTABLE TO BE HIGHLIGHTED AT PRINT05

New features include custom style sheets and foreign language support, print driver support for ad hoc job submission, and online mail list acquisition for direct mail.

Solana Beach, CA – May 2, 2005 – Printable Technologies, Inc., the world leader in e-commerce print workflow and Variable Data Printing (VDP) solutions will be releasing two new modules and a new user interface for the PrintOne Customer Center late in Q3 this year and highlighting the functionality at Print05 in Chicago, September 9 - 15, 2005. The PrintOne Customer Center provides print buyers with a secure, branded Web portal through which they can conduct business and make purchases from their print service provider, from any Web browser, 24 hours a day, 7 days a week.

Flexible User Interface

Like a chameleon, Printable's new PrintOne Customer Center can change to match its surroundings. With the new advanced functionality offered, it is possible to match the look and feel of the customer portal to any enterprise Intranet or Website. Change the design by modifying either the html code or the css (style sheet) and you can change colors, fonts, or even remove all formatting to embed the catalog and shopping cart into a corporate Website.

The PrintOne Customer Center can also be localized for print buyers or print service providers who do not speak English. Buttons, navigation labels, and other website text can be modified to deliver a fully localized portal. French and German are the first languages offered, additional language support will be added in the future.

Key features include:

- Faster catalog browsing
- Faster page loading
- Easier to use and navigate
- Flexible user interface
- Custom style sheet
- Language support/localization (French, German)
- Catalog and cart can be inserted into most customer websites

JobExpress

Move over "File/Print/FedEx Kinko's!" Print service providers – from in-plant operations to digital and quick printers – will be able to offer an integrated Adobe PDF workflow for ad hoc print projects with JobExpress, a reliable driver-based PDF creation and job submission module integrated into the PrintOne Customer Center. Prior to the addition of JobExpress, PrintFusion3 created PDF output for personalized and customized print products from customer catalogs.

The JobExpress print driver will allow end-users to create and submit ad hoc jobs from any application by simply selecting the application print function. After the user has reviewed and approved the PDF proof, the file is encrypted and submitted to the PrintOne server, and a job submission form is presented to the user for completion. Created by the print service provider, the job submission form contains all necessary production and finishing parameters. The job is then automatically priced and the user can approve the print job and proceed to check out where shipping and billing information is completed.

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Key features include:

- Reliable PDF job creation
- File encryption and transfer
- Customizable job submission screen
- Automatic job cost calculator
- Seamless e-commerce integration

Online List Purchase

Direct mail requires a mailing list, and the addition of Online List Purchase to the PrintOne Customer Center will allow the user to purchase prospect lists from AccuData as part of the online purchase process.

Select a direct mail piece from the catalog, and the buyer is given a choice between using an existing database or purchasing access to a prospect list. The list purchase option results in a series of parameters and demographic selections needed to specify the characteristics of the mailing list. A record count and price is provided to the buyer by AccuData; upon acceptance the database is downloaded and the ordering process continues.

Online List Purchase in the PrintOne Customer Center provides a seamless purchase process for both consumer and business databases from well-known list management companies such as HomeData, D&B, Equifax, Advo, and Acxiom through AccuData.

Key features and benefits:

- Online mailing list acquisition through AccuData
- Printing and mail list procurement seamlessly integrated into PrintOne Customer Center
- Faster completion of direct mail campaign development
- Allows dispersed sales forces to acquire mailing lists under corporate oversight
- Reduces cost for direct mail program launches

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.

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.

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