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MEDIA BRIEFING

PRINTABLE TECHNOLOGIES® EXHIBITING ENHANCED VDP AND WEB TO PRINT SOLUTIONS AT GRAPH EXPO

New and enhanced products to be demonstrated in Booth #4641

Solana Beach CA – October 15, 2006 – Printable Technologies, Inc., a world leader in Web to Print (W2P) workflow and Variable Data Printing (VDP) solutions, will be demonstrating new and enhanced products at Booth #4641, Graph Expo, McCormick Place, Chicago, IL, from Sunday, October 15, through Wednesday, October 18.

FusionPro Variable Data Printing Solutions:

NEW! FusionPro 4.0 – FusionPro 4.0 is the latest version of the leading VDP solution, which incorporates design, data definition, and document creation in one package and is affordably priced at \$399. The new version features dozens of enhancements including:

- A completely new graphical user interface (GUI) designed to further streamline the VDP workflow.
- A new rules creation interface simplifies the formation of complex conditional logic and eliminates the need for JavaScript for many common logic statements. The new rules can be exported to JavaScript for additional editing, if desired.
- New “templated rules” functionality which allows users to dynamically create conditional logic dialogues and simplify repetitive creation of business rules.
- Enhancement to imposition, copyfitting, and advanced typesetting features.
- Added support for QuarkXPress Version 7 on both Mac and Windows platforms.
- A new “VDP Workflow Pallet” which walks a new user through key workflow steps in VDP template design or provides quick workflow access for the experienced user.

NEW! Introducing FusionPro Live and FusionPro Direct – See FusionPro Live and FusionPro Direct for the first time at Graph Expo. These new products provide unique solutions that extend the functionality of the FusionPro product suite and offer new VDP revenue opportunities for print and marketing service providers.

PrintOne Web to Print Solutions:

NEW! PrintOne Retail Store – The new PrintOne Retail Store provides traditional quick or commercial printers an online retail presence for selling generic printed goods and services, including static items, inventoried items, templated items, mail list purchasing, and – through Job Express – ad hoc direct print-to-order “copy shop” documents.

The PrintOne Retail Store features include:

- *Job Express* for File|Print ordering with custom print drivers allowing end users to print directly to the Retail Store.
- New *Image Cropper* to trim and fit images accurately into specific areas of versioned or variable templates.
- The ability for users to browse a public catalog, develop personal address books, save shopping lists, save versioned forms, and pay with a credit card.
- More than 50 pre-defined document templates.

PrintOne Store 6.0 – PrintOne Store 6.0 – the flagship print e-commerce solution from Printable Technologies has been enhanced and additions to the latest version include:

- New *Image Cropper* for image cropping and fitting.
- An optional workflow module that *integrates PrintOne and Xerox FreeFlow* production workflow through the Xerox FreeFlow Process Manager to automatically direct job information and press output files to Xerox production equipment.
- Optional *Web Services* and *Datafeeds* for integration with print MIS, inventory, accounting, and enterprise procurement systems.

About Printable Technologies

Printable Technologies is a world leader providing software as a service to the graphic arts industry including Web to Print (W2P) and Variable Data Printing (VDP) solutions. The W2P System is comprised of three modules – PrintOne Store, PrintOne Dashboard, and PrintOne Manager – and delivers real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer. Printable delivers FusionPro™ VDP applications to commercial and digital print service providers, ad agencies and direct marketing companies, and enterprise administrative, sales, and marketing operations.

Solutions from Printable easily integrate with ERP solutions such as Ariba, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Enterprise Print Management Solutions (EPMS), PACE2020, and Quantum; and digital production workflows from Hewlett-Packard, Canon, Xerox, NexPress, and more.

More than 800 service providers around the world use the VDP and online workflow systems from Printable to serve over 1,700 corporate customers. Seventy-five of the Fortune 500 offer desktop access to Printable Technologies products. Improved efficiency for every aspect of the procurement process means users enjoy higher revenues, new business growth, and better customer retention. For more information see www.printable.com.

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