



Printable Technologies, Inc.
201 Lomas Santa Fe Dr.
Suite 270
Solana Beach, CA
92075-1288

“Walk up to the Web” Shopping With Printable Technologies Retail Store

**PrintOne Retail Store comes with more than 50 “pre-built” templates
for immediate implementation.**

Solana Beach, CA – October 15, 2006 – Printable Technologies, Inc., a leader in Web to Print (W2P) workflow and Variable Data Printing (VDP) solutions, today announced the availability of PrintOne Retail Store. The new PrintOne Retail Store provides traditional commercial and quick printers an online retail presence for selling generic printed goods and services, including print on demand, inventoried, templated products, and – through additional options - mail list purchasing, and ad hoc direct print-to-order “copy shop” documents.

The PrintOne Retail Store is a web-based consumer shopping portal, as opposed to the traditional corporate online catalogs currently offered by print service providers using existing Web to print applications.

“For the first time, with the PrintOne Retail Store, our print service providers will be able to offer a retail storefront specifically for browse-in users,” said Jim Goode, product marketing manager at Printable Technologies. “Access to the site and catalog is open to the general public; all items are visible, can be versioned, and added to a shopping cart to be paid by credit card. The workflow is similar to many popular consumer e-commerce sites.”

Intended to be branded by the print service provider, the PrintOne Retail Store offers an “open” shopping experience for unknown users in much the same fashion as a retail store serves anonymous customers at a retail counter. It is a flexible online order center that enables users to browse a generic product catalog, upload images, submit a print job, pay with a credit card, and review order history. Orders placed through the PrintOne Retail store flow directly to the standard PrintOne direct-to-press or PrintOne Dashboard workflow.

The PrintOne Retail Store features include:

- *Job Express* for File|Print ordering with custom print drivers so end users will be able to print directly to the Retail Store. Job Express also supports automatic pricing and order submission.
- New *Image Cropper* to trim and fit user-provided digital images accurately in specific areas of templated products.
- 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 “ready-built” templates such as business cards, direct mail, tri- and bi-fold brochures, booklets, and other documents are included.

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) 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.

Media contact:

Printable Technologies

Gail Nickel-Kailing

Phone: (425) 894-8524

E-mail: gnickel-kailing@printable.com