



RR Donnelley Investment in CoffeeTable Expands Digital Service Offering to Multi-Channel Retailers With Exclusive Marketing Relationship

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CoffeeTable iPad Catalog Shopping App Drives 2X Conversion Via In-App Shopping and Delivers Catalog Analytics

CHICAGO, April 3, 2012 (GLOBE NEWSWIRE) -- R. R. Donnelley & Sons Company (Nasdaq:RRD) today announced that it has taken an equity stake in San Francisco-based Real Valuable Corporation, maker of the CoffeeTable iPad catalog shopping app (coffeetable.com). CoffeeTable offers a discovery-based tablet shopping experience for consumers to browse and shop across multiple retailers and provides a comprehensive set of data analytics to help drive retailers' multi-channel marketing strategies.

"This new relationship continues to expand the range of our digital service offering," said Thomas J. Quinlan III, RR Donnelley's President and Chief Executive Officer. "In virtually every customer segment that we serve, we offer a compelling digital service that complements our other capabilities. We serve retailers, catalogers, and other direct response marketers with an array of resources. The addition of CoffeeTable enables us to craft even more extensive end-to-end solutions for our customers."

The catalog industry uses a variety of media for customer acquisition, engagement, and conversion. The CoffeeTable iPad app connects the inspiration of traditional catalogs with the instant gratification of e-commerce. CoffeeTable offers usage data to deliver catalog analytics to aid retailers' channel planning, complementing RR Donnelley's expertise and end-to-end capabilities.

Ben Choi, CoffeeTable's Chief Executive Officer, commented, "Retailers appreciate the power of tablet commerce. CoffeeTable is the only catalog app that bridges catalog discovery to purchase. Our exclusive relationship with RR Donnelley will dramatically improve our ability to educate retailers about tablet commerce and deliver a robust suite of multi-channel marketing tools."

With CoffeeTable Express, shoppers are never more than a few taps from completing a purchase. The only catalog app that enables in-app shopping, CoffeeTable cites a 2x increase in conversion through CoffeeTable Express. CoffeeTable allows shoppers to browse more than 100 leading catalogs such as Delia's, Hanover Direct's The Company Store, Signals, and many others.

"No one is better positioned to help businesses create, produce, distribute and monetize content," added Ann Marie Bushell, President of RR Donnelley's CustomPoint Solutions offering. "With this investment in CoffeeTable, RR Donnelley is taking the lead in helping our customers' content connect with the right audiences through the right channels at just the right time."

About RR Donnelley

RR Donnelley (Nasdaq:RRD) is a global provider of integrated communications. The Company works collaboratively with more than 60,000 customers worldwide to develop custom communications solutions that reduce costs, enhance return on investment and ensure compliance. Drawing on a range of proprietary and

commercially available digital and conventional technologies deployed across four continents, the Company employs a suite of leading Internet based capabilities and other resources to provide premedia, printing, logistics and business process outsourcing products and services to leading clients in virtually every private and public sector.

For more information, and for RR Donnelley's Corporate Social Responsibility Report, visit the Company's web site at www.rrdonnelley.com.

About CoffeeTable

Developed by Real Valuable Corporation, CoffeeTable is a free app that turns your iPad into a virtual coffee table of retail catalogs, allowing shoppers to browse their favorite stores anywhere, anytime. It is the only catalog app that enables purchases to be made directly in the app via its Express Checkout technology, and offers shoppers exclusive giveaways, sales, and more. For more information visit coffeetable.com or email hello@coffeetable.com.

Use of Forward-Looking Statements

This news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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