



RR Donnelley Awarded Multi-Year Catalog Production Agreement by Swanson Health Products

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Co-Binding Maximizes Postal Discounts

CHICAGO, Nov 1, 2010 (GlobeNewswire via COMTEX News Network) -- R. R. Donnelley & Sons Company (Nasdaq:RRD) announced today that it has been awarded a multi-year catalog production agreement by Swanson Health Products. The agreement, which renews and expands the companies' relationship, draws on RR Donnelley's gravure, offset, and direct response printing capabilities as well as its co-binding resources.

Co-binding uses sophisticated computer-driven catalog assembly lines to bind and address several different catalogs during a single binding event in order to put the pieces into postal route order to maximize mail discounts.

Swanson Health Products, headquartered in Fargo, ND, brings national and Swanson brand vitamins, supplements and natural health care products direct to consumers.

"Swanson develops and maintains long-term customer relationships by providing exceptional value and outstanding service," said Lee Swanson, President. "RR Donnelley mirrors that approach. It offers a broad range of capabilities and uses services such as co-binding to help us contain costs and enhance our marketing communications program."

"We are very proud to continue to build on our relationship with Swanson. Employees across our platform will serve Swanson as they produce and mail Swanson's house and prospecting catalogs," stated John Paloian, RR Donnelley's Chief Operating Officer. "We believe that integrating gravure, offset, direct response and logistics capabilities through a single resource offers multi-channel merchants such as Swanson an exceptional resource."

About RR Donnelley

RR Donnelley (Nasdaq:RRD) is a global provider of integrated communications. Founded more than 146 years ago, the company works collaboratively with more than 60,000 customers worldwide to develop custom communications solutions that reduce costs, enhance ROI 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

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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