



# RR Donnelley Enhances CustomPoint® System With Powerful Direct Mail Capabilities

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## Integrates Campaign Management, Personalized URLs And Online Prospecting Resources To Increase Direct Mail's Effectiveness

CHICAGO--(BUSINESS WIRE)--Feb. 4, 2009--R.R. Donnelley & Sons Company (NYSE:RRD) today announced that it has enhanced its leading CustomPoint system with a new suite of direct mail capabilities. CustomPoint's enhanced functionality includes an array of features, such as:

- Campaign Management, with online de-duping, list segmentation, record lock out, CASS certification, multi-touch and subscription-based campaigns
- Point-And-Click Prospecting, with the ability to purchase prospect data online according to rich demographic selection criteria
- Personalized URLs (PURLs) to link direct mail with individualized Internet landing pages for tracking campaign effectiveness

"These enhancements bring a powerful combination of online prospecting resources, digital printing, on-demand fulfillment and campaign management capabilities onto our customers' desktops," said Mary Lee Schneider, RR Donnelley's Chief Technology Officer. "RR Donnelley continues to lead the industry through integration of sophisticated direct marketing tools with a system that enables kitting, fulfillment, customized digital printing, inventory management and more."

RR Donnelley is a leading provider of direct marketing services, offering design and consultation, international production resources, postal system expertise and other capabilities that all focus on helping customers maximize their ROI from direct mail.

"Needs expressed by retailers, multi-channel marketers, financial services providers, pharmaceutical companies and other organizations have helped to shape these enhancements," continued Schneider. "These fresh capabilities also reflect RR Donnelley's unmatched direct marketing experience. We are delighted to bring the power of the PURL, list management, pay-as-you-go prospect data files and more to CustomPoint."

### About RR Donnelley

RR Donnelley (NYSE: RRD) is the world's premier full-service provider of print and related services, including business process outsourcing. Founded more than 144 years ago, the company provides products and solutions in commercial printing, direct mail, financial printing, print fulfillment, labels, forms, logistics, call centers, transactional print-and-mail, print management, online services, digital photography, color services, and content and database management to customers in the publishing, healthcare, advertising, retail, technology, financial services and many other industries. The largest companies in the world and others rely on RR Donnelley's scale, scope and insight through a comprehensive range of online tools, variable printing services and market-specific solutions.

For more information, and for RR Donnelley's Corporate Social Responsibility Report, visit the company's web site at [www.rrdonnelley.com](http://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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