



RR Donnelley Develops and Deploys New ProteusJet(SM) Multiweb Digital Print Platform for Direct Marketers

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Breakthrough Unlocks the Full Potential of Highly Personalized Communications With Superior Image Quality, Expanded Imaging Area and Increased Design Flexibility

CHICAGO, May 2, 2012 (GLOBE NEWSWIRE) -- R. R. Donnelley & Sons Company (Nasdaq:RRD) today announced the development and installation of its new proprietary ProteusJet Multiweb platform, which has been installed in two of the company's direct response production facilities. This next generation piezoelectric 4-color inkjet technology enables direct marketers to use sophisticated 100% customized content and messaging to precisely target consumers for improved ROI.

"Our ProteusJet Multiweb four color print technology is a game changer for marketers who seek to maximize readership, receptivity and results," said Thomas J. Quinlan III, RR Donnelley's President and Chief Executive Officer. "Developing and deploying these exclusive high speed inkjet presses reflect our strategy of offering a compelling digital service to every segment that we serve. The RR Donnelley innovation pipeline continues to deliver winning technologies that expand the range of digitally driven solutions that we can provide."

The unique platform incorporates 2- and 3-web in-line assembly configurations to deliver superior high speed variable imaging quality in full color with crisp high resolution. The platform's image area allows designers to take full advantage of the ability to personalize 4-color content anywhere across the web and also extends the same high quality, 4-color imaging to the in-line envelope. This flexible platform also allows for a hybrid in-line print solution that enables offset to be integrated into the Multiweb imaging line.

Mary Lee Schneider, Chief Technology Officer commented, "Marketers armed with data that identify high potential buyers and prospects have been challenged to address these best producing targets with the personalization and customization that will make their messages even more impactful. Now our proprietary ProteusJet technology makes possible full color variability that dramatically reduces the cost of real customization without sacrificing the quality and impact of full color presentation. This is a huge win for direct marketers."

Increasingly sophisticated data analytics are available to identify direct marketing opportunities. This newest RR Donnelley digital print solution provides an efficient, accurate and compelling medium to allow direct marketers to use those analytics to speak to consumers in the most effective way, based on data-driven business rules.

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, drive top-line growth, 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 services to 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 <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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