



RR Donnelley Expands CustomPoint(R) Solutions Group With Acquisition of Sequence Personal

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Proprietary Software Enables Readers to Select Relevant Content. Drives Highly Targeted Advertising Opportunities to Enhance Publishers' and Other Customers' Revenues

CHICAGO, Aug. 16, 2011 (GLOBE NEWSWIRE) -- R. R. Donnelley & Sons Company (Nasdaq:RRD) today announced that it has acquired New York-based Sequence Personal, an innovative provider of proprietary software that enables readers to select relevant content to be digitally produced as specialized publications. Focused originally on the creation of individualized medical journals with targeted advertising, Sequence's technologies have expanded to enable custom publishing across a broad variety of verticals. For example, its ANTHOLOGY offering provides consumers a wide array of choices for individualizing content. Publishers and other organizations can take advantage of Sequence's applications to increase revenues by allowing advertisers to select unique ad selection criteria for more targeted delivery.

"We continue to expand the revenue enhancement solutions that we can provide to publishers and other customers," said Thomas J. Quinlan III, RR Donnelley's President and Chief Executive Officer. "In combination with our extensive digital production platform that includes more than 1,000 units worldwide, Sequence's software offers a practical, immediate way to monetize that demand. This will be a superb fit with our CustomPoint Solutions Group, which is helping customers implement a host of innovative content creation, management and delivery services."

Sequence will become a part of RR Donnelley's CustomPoint Solutions Group, which provides collaborative strategies for originating creative and editorial content, multichannel marketing, proven e-subscription models, self-serve direct marketing and custom publishing.

"The addition of Sequence's capabilities reflects RR Donnelley's continuing ability to provide resources that address our customers' emerging needs," said John Paloian, the company's Chief Operating Officer. "The ability to deliver targeted content is attractive to readers, advertisers, publishers and other RR Donnelley customers across virtually every segment that we serve."

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 <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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