



# **RR Donnelley Introduces Industry's First 1200 DPI Four Color Inkjet Web Press**

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## **Develops Innovative New Digital Press For High Quality Variable Print Applications Delivers Enhanced Speed And Affordability For TransPromo And Other Targeted Communications**

"RR Donnelley has been quietly developing printing technologies for more than thirty years," said Thomas J. Quinlan III, RR Donnelley's President and Chief Executive Officer. "We listen carefully to our customers and serve their needs with an optimal blend of proprietary and commercially available solutions. Our talented technology team developed IPS 3 to support growing customer demand for a higher quality, higher speed and more cost-effective four color variable printing system."

At 1200 dots per inch the IPS 3 doubles the resolution of the RR Donnelley-developed IPS 2 600 DPI four color inkjet web presses that the company deployed more than a year ago. The new 30" wide IPS 3 inkjet web press runs at rated production speeds of 400 feet per minute for four color print output and 800 feet per minute for two color output.

John Paloian, RR Donnelley's Chief Operating Officer stated, "IPS 3 is the latest in a continuing series of high speed, high quality printing systems that RR Donnelley has developed. The initial applications that this technology will serve are in the financial services sector, opening the door to even more effective TransPromotional communications. RR Donnelley is a leading provider of statement processing services. The IPS 3 enables even more cost-effective, high quality cross-selling and up-selling messages to be included in the statement and other transactional communications that consumers are virtually certain to open and read."

RR Donnelley already employs proprietary digital printing technologies and a range of commercially available units across its extensive production network.

"We expect that this eagerly awaited innovation will deliver immediate benefits to our customers across a range of industries," continued Mr. Paloian. "In combination with our proven direct response and transactional printing capabilities, it represents an important next step in meeting the evolving demand for high quality, highly personalized communications."

### **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 140 years ago, the company provides 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, 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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