



# **RR Donnelley to Showcase CustomWave RFID Solutions Smart Label Technology at RFID Journal LIVE! 2015**

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## **CustomWave RFID Solutions Offer Smart Tags and Labels Designed to Drive Return on Investment**

CHICAGO, April 13, 2015 (GLOBE NEWSWIRE) -- R. R. Donnelley & Sons Company (Nasdaq:RRD) announced today that it will showcase **CustomWave RFID Solutions** at **RFID Journal LIVE! 2015**, the world's premier conference and exhibition focused on radio frequency identification (RFID) and its many business applications. RFID Journal LIVE! 2015 will be held April 15 to 17 at the San Diego Convention Center in San Diego, California. Attendees are invited to experience CustomWave RFID Solutions smart label technology designed to enhance return on investment through better overall performance.

"Whatever the application or environment, our range of custom smart tag and label solutions can help to drive ROI in a number of ways," said Gary Kohl, Group Sr. Vice President of RR Donnelley's Packaging and Digital Solutions. "Not only does RR Donnelley employ a proprietary production process that uses fewer materials, we also coordinate all the aspects needed for a successful RFID implementation - from identifying, designing, and testing the right inlay in our labs and our customers' environments, to selecting the most appropriate label materials and converting techniques, to applying the best hardware and software for the given infrastructure."

RR Donnelley CustomWave RFID Solutions specialists will be on hand at RFID Journal LIVE! 2015 to provide live demonstrations of smart label technology and illustrate the benefits of custom tag solutions. RR Donnelley will highlight its unique approach to transforming complex label constructions with demanding requirements into custom RFID solutions ideally suited to even the most complex applications.

"RR Donnelley has more than 15 years of experience delivering quality RFID label solutions backed by our extensive label platform and capabilities," said Dan Knotts, RR Donnelley's Chief Operating Officer. "We have the manufacturing expertise, global logistics footprint, and resources to be our customers' go-to RFID provider."

RR Donnelley invites RFID Journal LIVE! 2015 attendees to learn more about the company's offerings at booth #737.

### **About RR Donnelley**

RR Donnelley (Nasdaq:RRD) helps organizations communicate more effectively by working to create, manage, produce, distribute and process content on behalf of our customers. The company assists customers in developing and executing multichannel communication strategies that engage audiences, reduce costs, drive revenues and increase compliance. RR Donnelley's innovative technologies enhance digital and print communications to deliver integrated messages across multiple media to highly targeted audiences at optimal times for clients in virtually every private and public sector. Strategically located operations provide local service and responsiveness while leveraging the economic, geographic and technological advantages of a global organization.

For more information, and for RR Donnelley's Global 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" within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and 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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