



RR Donnelley Announces Strategic Relationship With Adobe to Deliver Omni-Channel Marketing Solutions

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CHICAGO, March 15, 2016 (GLOBE NEWSWIRE) -- **R. R. Donnelley & Sons Company** (Nasdaq:RRD) announced today that it has entered into a strategic relationship with Adobe to integrate **Adobe Marketing Cloud** into its technology platform. Through this arrangement, RR Donnelley and Adobe will deliver an exceptionally broad set of marketing solutions and services to their customers. The joint solution enables businesses to provide their audiences with connected communications across multiple channels and devices and provides tools and services that increase engagement and manage brand consistency.

Adobe Marketing Cloud will be integrated within **DSG**, the creative services platform of RR Donnelley. DSG's comprehensive offering includes photography and videography; creative and editorial; digital media/interactive services; digital publishing; cloud-based automated marketing; prepress and art production; and workflow solutions. By combining the features and capabilities of the Adobe Marketing Cloud with this array of services and solutions, DSG will advance the ways in which technology, creative and omni-channel solutions and services meet the needs of customers.

Adobe Marketing Cloud empowers companies to use big data to effectively reach and engage customers and prospects with highly personalized marketing content across devices and digital touch points. Eight tightly integrated solutions offer marketers a complete set of marketing technologies that focus on analytics, web and app experience management, testing and targeting, advertising, video, audience management, social engagement and campaign orchestration.

"Our expertise is in understanding our client's business, processes and workflows. We then leverage our experience and best practices to determine how to improve upon technologies, streamline workflows, gain efficiencies, and potentially increase speed to market," said Dan Knotts, Chief Operating Officer of RR Donnelley. "By leveraging the capabilities of Adobe Marketing Cloud, we can effectively respond to the ever changing digital landscape and deliver enhanced technology and solutions that fit perfectly with the communications needs of our customers."

"RR Donnelley is a leader in delivering multichannel communication strategies and content across multi-touch channels," said Matt Thompson, EVP worldwide field operations, Adobe. "This strategic relationship is a huge win for our customers who are looking for the most comprehensive set of marketing solutions and services."

RR Donnelley will sponsor and attend the **2016 Adobe Digital Marketing Summit** to be held in Las Vegas, Nevada, March 20 to 24, and will be presenting at a session on March 23.

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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