



# **RR Donnelley Announces First Integrated Global Digital Print Platform with New Digital High Speed Color Press Technology**

Mar 29, 2009

## **New Units Increase World's Largest Digital Printing Fleet To More Than 1,000 Units In Over 60 Facilities Worldwide**

CHICAGO--(BUSINESS WIRE)--Mar. 30, 2009--R.R. Donnelley & Sons Company (NYSE:RRD) today announced the latest installation of its proprietary Integrated Printing Systems (IPS) 3 1200 DPI high speed color digital presses. With the new units, RR Donnelley's global digital printing platform will have expanded to include more than 1,000 proprietary and commercial digital printing units across more than 60 facilities worldwide. Among these are conventional long run printing assets that have been retrofitted with the company's high speed, high quality digital color capabilities.

According to John Paloian, RR Donnelley's Chief Operating Officer, "We have integrated the same color imaging technology resident in our IPS presses into many of our conventional presses. This gives RR Donnelley's customers the flexibility to produce highly customized four color print—long or short run—using the best mix of processes."

"During the past five years RR Donnelley has quietly assembled an unmatched global digital printing platform," continued Paloian. "We have developed and deployed digital printing devices that answer a range of emerging printing challenges, from precise personalization of millions of documents for TransPromo applications, to custom textbooks, to creating large format on-demand posters and banners that are components of the integrated merchandising programs that we support."

As a measure of digital printing's growth, the company reported that the number of transactions occurring through its proprietary Internet-based CustomPoint® portal increased by more than 28% during 2008 as compared with the prior year. CustomPoint enables customers to launch sophisticated personalized direct mailings, to order on-demand individualized color brochures and to access RR Donnelley's digital printing devices across a broad range of geographies from their desktops.

"The fast-growing demand for individualized communications is quickly expanding the applications that we can serve using our extensive custom document programming, digital printing, and integrated logistics resources," stated Mary Lee Schneider, RR Donnelley's Chief Technology Officer. "We can bring our tools and imaging technologies to bear on customers' challenges, such as creating a more efficient book supply chain or helping customers reach more qualified prospects through our integrated mail list acquisition/management services."

"In response to the needs that customers express, we are accelerating the development of digital printing technologies," added Schneider. "Customers tell us that the most effective marketing will take place in 360 degree programs that link print, website, email, social networking, and other media. Digital printing's ability to integrate personalized URLs, or PURLS, is an example of how we are helping customers to realize that vision today. In addition, our development pipeline continues to be focused on delivering more speed, more affordable variability and more high quality color."

### **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 144 years ago, the company provides products and 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, and for RR Donnelley's Corporate Social Responsibility Report, 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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