



RRD to Showcase Lighted Cards Powered by Printed Electronics at National Stationery Show

May 16, 2017

CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD) (the "Company"), a leading provider of multichannel marketing and business solutions, announced today that it will showcase its line of lighted LED cards, powered by Printed Electronics, at the National Stationery Show, May 21-24 at the Jacob K. Javits Convention Center in New York, NY.

Through the use of lightweight, printed paper circuits, RRD integrates LEDs within a greeting card design to create an engaging experience without adding significant weight or bulk. The cards are thin and elegant, utilizing a simple push button to enable hundreds of activations, and they have a shelf life of more than one year.

"Even in today's digital age, consumers are looking for one-of-a-kind and special ways to convey their personal messages," said Brad Hull, Vice President, Printed Electronics. "Our customizable lighted circuits, along with our other functional offerings such as NFC engagement and augmented reality, provide engaging alternatives to existing cards in the marketplace, and customers will find value in how these cards help elevate messaging."

Ronnie Sarkar, Senior Vice President, Digital Solution Group, added, "In addition to the innovate lighted circuitry that we can add to greetings cards, we can also support card retailers (both online and in-store) with our greeting card creative design services, point-of-sale merchandising and displays, as well as packaging, distribution and fulfillment. We can add lights to your own existing designs or you can take advantage of our creative team to create truly differentiated products."

Visit booth #2127 at National Stationery Show to learn more about lighted cards and how RRD's Printed Electronics team can help you create one-of-a-kind greetings.

About RRD

RRD is a leading global provider of multichannel solutions for marketing and business communications. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to effectively create, manage and execute their multichannel communications strategies.

For more information, visit our website at <http://www.rrd.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 RRD's filings with the SEC. RRD disclaims any obligation to update or revise any forward-looking statements.

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Media Contact

Affect for RRD
Brittany Bevacqua
212-398-9680
bbevacqua@affect.com

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