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MEDIA BRIEFING

SEE INTEGRATED MARKETING SOLUTIONS POWERED BY PRINTABLE TECHNOLOGIES® AT DMA 07, OCTOBER 14-16, CHICAGO

Personalized Cross-media Direct Marketing Solutions Will Be Demonstrated in Booth #1745

Solana Beach CA – October 8, 2007 – Integrated Marketing Solutions including Personalized Cross-media Direct Marketing and Collateral Management Solutions, powered by Printable Technologies, will be demonstrated at DMA07, Chicago, IL, from Sunday, October 14, through Tuesday, October 16.

Cross-media Direct Marketing Solutions

New marketing channels are redefining the way companies communicate with their customers and prospects and “interactive” outlets are the latest channel to be integrated. New tools, such as the cross-media solutions powered by Printable Technologies take advantage of the vast amount of data available to present personal and relevant messages that make marketing more effective, more responsive, and less wasteful.

Features of the *Cross-media Direct Marketing Solution* include:

- The direct distribution of customized direct mail combined with customized microsites launched with personalized URLs
- Creation of personalized URLs from the same list data used in the direct mail campaign to provide accurate tracking of cross-media responses
- User roles that allow campaign managers, sales staff, and others the ability to quickly access the information that is most important to them
- Integration with existing data sources including SalesForce.com, internal databases, or alternate list sources; list selections can be saved for easy re-use in follow-up campaigns
- Campaign analytics that allow campaign managers to calculate and report campaign ROI
- Full reporting of response data within or across campaigns to allow measurement of campaign effectiveness across lists, campaigns, regions, or select demographics
- Email follow-up options for additional opportunities to re-enforce the brand or message to each recipient
- Passcode access that prevents unauthorized accessed to potentially sensitive customer data on microsites

Collateral Management Solutions

The collateral management solution, powered by Printable Technologies, is a turnkey hosted document ecommerce and web to print system offering the ability to quickly setup powerful corporate collateral and campaign management sites with highly customizable and data-driven functionality.

The system includes online document localization and customization, marketing collateral and promotional item management and fulfillment, inventory tracking, print on demand, and very sophisticated corporate procurement features such as spending accounts and multiple levels of approval. Marketing communications managers benefit from automated job submission, streamlined file transfer, and “hands free” workflow.

The Collateral Management Solution:

- Provides an intuitive, easy-to-use online tool for ordering modified and repeated printed materials including versioned and variable data programs
- Allows dispersed staff and third party sales channels to order and manage their own collateral procurement and use
- Improves communications internally and externally and maintains customer and channel relationships
- Provides the means to create managed collateral use programs from existing print projects
- Offers system administration tools to build and maintain branded public websites, catalogs, and customer centers, and manage user security and access
- Performs bulk operations such as populating users groups, adding multiple catalog items, setting or modifying prices, and managing inventory data

Integration Tools

Leveraging a sophisticated set of web services and data feeds, the Integrated Marketing Solution, powered by Printable Technologies, easily integrates with ERP solutions such as Ariba, PeopleSoft, Katera, SciQuest and SAP; CRM offerings such as SalesForce.com; and content management solutions like Documentum. Web services and data feeds allow users the flexibility to manage and deliver a wide variety of personalized cross-media lead generation, customer retention, and marketing communications programs.

About Printable Technologies

Printable Technologies is a world leader providing Integrated Marketing Solutions including Cross Media Variable Data Publishing (VDP), One to One Marketing Campaigns, and Web to Print solutions, to corporate enterprises, creative agencies, and the graphic arts industry.

The **FusionPro VDP** solution suite - consisting of desktop, online, and server-based VDP applications - is used to manage dynamic cross-media campaigns consisting of variable text and images, perform high-speed data merge, and generate production-ready output data streams.

The complete marketing campaign execution and tracking solution from Printable Technologies - **FusionPro Links** - consists of a powerful data-driven direct mail solution with personalized URLs, and microsites.

The **FusionPro Web** marketing collateral management system delivers online ordering and e-commerce, mail list purchase and management, versioned and variable documents, job submission, and file transfer.

Software as a Service (SaaS) solutions from Printable Technologies integrate with CRM and sales force automation systems, ERP solutions, content management systems, and production workflows from Hewlett-Packard, Canon, Xerox, Kodak, and Xeikon.

More than 1,700 corporate customers use solutions from Printable Technologies to serve over 400,000 end users; more than 100 of the Fortune 500 offer desktop access to Printable Technologies products.

With solutions powered by Printable Technologies, users can move smoothly from a powerful variable data publishing solution on the desktop to web-based and server-based solutions that can be customized for any sized organization.

For more information: www.printable.com or 800.220.1727.

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