

For Immediate Release

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PRINTABLE TECHNOLOGIES® AND KODAK'S PRINT ON-DEMAND SOLUTIONS GROUP COMPLETE JDF WORKFLOW INTEGRATION FOR CREO COLOR SERVERS

Solana Beach, CA – June 24, 2008 – Printable Technologies®, a leading provider of software as a service (SaaS) web to print and personalized marketing solutions, is pleased to announce the integration of Job Definition Format (JDF) with Print On-Demand Solutions (PODS) group's CREO Color Servers. The implementation of the JDF technical standard will simplify and streamline information exchange between CREO Color Servers and Printable's FusionPro® variable data publishing (VDP) and web to print solutions.

The PODS group develops high-performance CREO Color Servers for a range of digital printers and presses. Printable's integration with CREO Color Servers allows for the automatic transfer of job information to CREO Color Servers via JDF. The JDF provided by Printable's FusionPro Web collateral management system informs CREO Color Servers about necessary production information such as contact data, number of copies and work progress specifics. The result is a hands-off workflow between FusionPro Web and the CREO Color Server range of products.

"With the completion of this integration process, we are now able to deliver streamlined end-to-end workflows and transparency during each stage of the job to CREO Color Server users," said Coleman Kane, President and CEO, Printable Technologies. "We anticipate that users will enjoy a better workflow process as well as benefit from significant cost and time savings."

"We are delighted with this new cooperation," says Hagar Gal, Marketing Manager, PODS group. "Printable Technologies has been a longstanding ally in the PODS VDP Partnership Program with many joint customers world-wide. Expanding our collaboration to include a JDF automated workflow will certainly be valuable to our vendors and end-users."

About Printable Technologies

Printable is a leading provider of technologies for intelligent marketing for both enterprise users and print service providers. Built on open-architected collateral management technology, Printable offers both online corporate storefronts (available in both software as a service [SaaS] and server versions) and scalable variable data publishing (VDP) software to produce powerful personalized marketing campaigns. Printable technology integrates easily with a wide variety of ERP and content management applications, as well as production workflows from Hewlett-Packard, Canon, Xerox, Kodak and more.

For more information go to <http://www.printable.com> or call **800.220.1727**.

About the Print On-Demand Solutions Group

The Print On-Demand Solutions (PODS) group develops and supports high-performance CREO Color Servers and key workflow solutions for a range of digital production printers and presses. It also develops advanced on-demand applications to enable the creation of personalized direct mail, targeted catalogs and other powerful one-to-one marketing communications tools.

The PODS group currently supplies CREO Color Servers to such industry leaders as Hewlett-Packard, IKON, Kodak, Konica Minolta, and Xerox Corporation.

As the independent unit of Kodak's Graphic Communications Group, PODS group will continue to help its customers leverage their investment in digital printing.

For more information about the PODS group, visit www.pod-wf.com.