

For Immediate Release

Contact:

Dustin Ritter
Marketing Director
Printable Technologies
858-847-6617 (phone)
858-793-4120 (fax)
dritter@printable.com
www.printable.com

FUSIONPRO® WEB 6.5 NOW LIVE FOR ALL PRINTABLE™ CUSTOMERS

Industry-Leading Web-to-Print Solution Now Includes Language Localization and Advanced VDP Functionality

Solana Beach, CA – July 31, 2008 – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) web to print and personalized marketing solutions, today announced the release of version 6.5 of the FusionPro Web collateral management system. This new version marks another milestone for the acclaimed suite of applications, adding an array of new features to the innovative platform to make on-demand marketing services more accessible, scalable and profitable for print service providers and enterprise users worldwide.

New features available in FusionPro Web 6.5 include:

- **Language localization for Printable storefronts.** The new version of FusionPro Web supports the creation of localized English, French, Italian, German, Spanish and Dutch (EFIGS+D) language storefronts, as well as calculating currency values and taxes for these European Union countries. Printable users can now select their preferred language at log-in and view their FusionPro Web store in the language of their choosing. The goal of this localization effort is to expand business opportunities for multi-national US and European print and enterprise users conducting business in Western Europe.
- **Unicode variable data publishing (VDP) typesetting support.** FusionPro Web 6.5 includes support for Unicode VDP typesetting to support a broader range of worldwide languages. New templates are created in FusionPro Desktop 5.8 or later to supply variable text and receive versioned or variable print output in eight widely used world languages including: Chinese, Japanese, Korean, Russian, Finnish, Polish, Greek and Turkish. FusionPro Web 6.5 allows the input of Unicode text in the following areas: forms for versioned items (e.g., brochures and business cards),

file uploads for VDP items and saved data for quickfill presets and employee lists. By offering this expanded functionality as an SaaS model, Printable provides a fully scalable solution that works well for multiple users, communicating in disparate languages, located across widely distributed locations. The added Unicode functionality in the FusionPro 5.8 VDP product suite allows variable data document composition to promote enhanced international communications for corporate entities with multilingual customers.

- **Transpromotional and transactional functionality.** The ability to easily produce transpromotional (TransPromo) and transactional output, in either print or online formats, is now available through the FusionPro Web storefront. FusionPro Web 6.5 uses both desktop design and web-based publication tools to merge online list data with business rules, layout rules and branded imagery via FusionPro Desktop, to create templates for transactional items including statements and invoices with personalized marketing messages.
- **Additional enhancements.** Additional updates to FusionPro Web 6.5 include Google Analytics support, improved template uploading and catalog editor functionality, and an expanded library of "How-to" video tutorials.

"Printable continues to optimize its core web-to-print offering with FusionPro Web 6.5," said Coleman Kane, President and CEO of Printable Technologies. "We are committed to providing an easy-to-use system that seamlessly meets the collateral management and personalized marketing needs of users worldwide. The new features we are rolling out expand our product accessibility and streamline workflow for enterprise and print providers."

For additional information on FusionPro Web 6.5 and FusionPro Desktop 5.8, contact Dustin Ritter or visit <http://www.printable.com>.

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**.

