



## For Immediate Release

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## **PRINTABLE™ "10K CELEBRATION!" CONTINUES WITH AN UNPRECEDENTED DISCOUNT FOR FUSIONPRO DIRECT VDP COMPOSITION ENGINE**

### **August Promotion Offers 70 Percent Off Powerful Server-Based VDP Engine that Enhances Workflow Efficiencies and Increases Composition Speeds**

**Solana Beach, CA – August 5, 2008** – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) web-to-print and personalized marketing solutions is lowering the price of FusionPro® Direct, the high-volume variable data publishing (VDP) workflow engine, to just \$2,995 during the month of August. This special price extends the company's "10K Celebration!" program marking 10,000 installations of its industry-leading VDP software.

In order to share the benefits of this robust application with a wider range of print and enterprise users, Printable is offering FusionPro Direct at a remarkable 70 percent off its regular price throughout the month of August. In addition, everyone who purchases FusionPro Direct will receive a complimentary copy of Printable's industry-leading FusionPro Desktop software. For more information about the Printable "10K Celebration!", go to <http://www.printable.com/celebrate10k/> now through August 31, 2008.

The August offer is the latest installment of Printable's "Celebrate 10K!" promotion series to mark the 10,000<sup>th</sup> activation of FusionPro Desktop. The popular VDP software was offered at a 50 percent discount in June, during which time nearly 400 copies were distributed. In July, online training for FusionPro Desktop was half off, producing record participation.

FusionPro Direct is designed to consolidate and automate high-volume VDP document composition workflow. Installed in a centralized location on the service provider's network, FusionPro Direct accepts VDP composition requests submitted directly from the popular FusionPro Desktop product and routes, schedules and executes document



composition on a separate server. FusionPro Direct can be set up in minutes and requires no programming to implement.

“By offering FusionPro Direct at a substantial discount this August, we can introduce print service providers to a powerful tool to improve high-volume VDP workflows, resulting in significant growth in revenues, decreased costs and stronger client relationships,” said Jim Van Natter, Vice President of Sales for Printable Technologies. “The success of our '10K Celebration!' can be measured by our ability to bring the power of VDP technology to new businesses, through both our FusionPro Desktop and FusionPro Direct applications.”

For additional information on FusionPro Direct and FusionPro Desktop contact Dustin Ritter or visit <http://www.printable.com/celebrate10k/>.

### **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**.

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