

For Immediate Release

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PRINTABLE TECHNOLOGIES® LAUNCHES TRANSPROMO ON-DEMAND™

**New Transpromotional/Transactional Functionality Unveiled at InfoTrends
TransPromo Summit 2008 in New York**

Solana Beach, CA, August 12, 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 its new transpromotional (TransPromo) offering at the InfoTrends TransPromo Summit, August 13 – 14, 2008, in New York City. As an event sponsor, Printable will also be a featured speaker and exhibitor at the event.

Printable's vendor-hosted SaaS TransPromo application arrives as an add-on to the latest FusionPro® Web version 6.5 Web-to-print solution. With this new product, print and marketing professionals can design and upload new templates that dynamically map promotional information into ordinary transactional statements, creating highly personalized TransPromo materials with Web-based instant previewing and ordering. With a promotional message integrated within a transactional document, marketers can expect higher readership and better response rates, while lowering costs. Detailed information about Printable's TransPromo On-Demand product can be found at www.printable.com/transpromo/.

“With the introduction of FusionPro Web 6.5, our most powerful Web-to-print solution ever, Printable Technologies is ready to join the TransPromo revolution,” said Coleman Kane, President and CEO, Printable Technologies. “Driven by the need to create and maintain powerful and dynamic communications with their customers, while streamlining operations and demonstrating proven return on investment, businesses are adopting TransPromo solutions at an impressive rate. Printable is ready to meet the growing industry demand with a new approach to TransPromo, one that exists within the broader context of its suite of Web-to-print, variable data publishing and campaign oversight technologies, all in a hosted SaaS environment.”

By leveraging the proven technology found in its FusionPro Web solution, Printable's TransPromo application can be seamlessly incorporated into the overall integrated marketing efforts of a wide array of business users. Printable's hosted solution uses customized and secure e-Commerce sites where end-users can upload new templates to be automatically merged into their regular statements. Specifically designed for today's marketing and print environments, Printable's TransPromo product can help users create targeted, multi-touch marketing campaigns through a variety of integrated channels including print, email and personalized URLs and microsites.

To learn more about the TransPromo offering from Printable Technologies, please visit the Printable exhibit at the upcoming TransPromo Summit in New York, contact Printable's Marketing Director, Dustin Ritter (dritter@printable.com) or visit our web site at www.printable.com/transpromo/.

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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