

For Immediate Release

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**Printable[™] Introduces Bold New \$2,995 Price for FusionPro[®] Direct
Server-Based VDP Composition Engine**

New Standard Price Designed to Encourage Rapid Adoption throughout Industry

Solana Beach, CA – October 20, 2008 – Printable Technologies[®], Inc., a leading provider of software as a service (SaaS) web-to-print and personalized marketing solutions is dramatically reducing the price of FusionPro[®] Direct, the high-volume variable data publishing (VDP) workflow engine, to just \$2,995 for all users. Previously available for \$9,995, Printable is lowering the price by 70 percent to share the benefits of high-speed VDP composition with a wider range of print and enterprise users.

"We opened the door to the rapid adoption of variable data publishing with our fair market pricing of FusionPro Desktop back in 2005," said Coleman Kane, President and CEO of Printable Technologies. "Since then, we have proven that for one-to-one marketing to become an integral marketing tool, the technology used to create VDP documents must be as affordable as it is powerful. By reducing the price of FusionPro Direct to this level, we are giving the market a clear path to continue to grow their personalization programs."

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.

In addition, everyone who purchases FusionPro Direct will receive a complimentary copy of Printable's industry-leading FusionPro Desktop software. Attendees at this year's GRAPH EXPO 2008 in Chicago, are encouraged to stop by Printable Booth #5653 to view a demonstration of this powerful personalization tool.



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

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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