

**For Immediate Release**

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**PRINTABLE™ LAUNCHES NEW ONLINE COMMUNITY FOR  
FUSIONPRO VDP AND WEB-TO-PRINT USERS**

**Printable Technologies® Unveils Enhanced Interactive Resource  
Loaded with Fresh Features and Added Benefits**

**Solana Beach, CA – October 16, 2008** – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) Web-to-print and personalized marketing solutions, today announced the launch of the new Printable Online Community, a valuable new resource for FusionPro variable data publishing (VDP) and Web-to-print customers. The updated and expanded community creates an online meeting place where both experienced and novice technology users can post and answer questions, share ideas and learn from fellow FusionPro customers.

"We are committed to giving our customers industry-leading Web-to-print and personalization technology with the best customer service experience possible," said Coleman Kane, President and CEO of Printable Technologies. "This new community gives more than 10,000 customers a place to learn and share their knowledge. It connects them to one another as well as with Printable technology experts."

Over the past three years, Printable's email forums have grown to become a critical resource for over 1,500 customers. From learning software basics, to sharing tips and tricks for advanced templates, thousands have benefited from the experience and knowledge of other Printable users. With the launch of the new and improved online community, Printable now adds a range of exciting features and benefits including:

- Screenshot uploading for questions and comments
- Private messaging between users
- Downloading of sample jobs
- Access to training videos
- Announcements for product updates and other Printable news

- Enhanced search capabilities
- Updated user interface
- Avatars
- Rich text formatting
- Access to the event calendar
- Direct access to all information previously stored in the Knowledgebase
- Searchable, archived posts from the past three years

The Printable Online Community is a private Web site for registered members. Those interested in participating in the forums are encouraged to sign up for the new community at: <http://forums.printable.com/>.

To learn more about Printable's customer support resources, go to [www.printable.com/resources/](http://www.printable.com/resources/) or contact Dustin Ritter at 800-220-1727.

### **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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