

## FOR IMMEDIATE RELEASE

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### **PRINTABLE™ ANNOUNCES NEW STANDARD \$995 PRICING AND UNLIMITED URLS FOR FUSIONPRO® LINKS PERSONAL URL TECHNOLOGY**

**Solana Beach, CA – February 4, 2009** – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) Web-to-print and personalized marketing solutions, said today that it has significantly reduced the price of its FusionPro® Links personalized direct marketing and campaign tracking solution, as well as eliminated ongoing usage charges for the development of personalized URLs (PURLs). By offering FusionPro Links for just \$995 with unlimited PURLs, Printable greatly expands the availability of its feature-rich marketing technology.

FusionPro Links is a vendor-hosted (SaaS) personal URL solution that can help improve the quality of direct marketing campaigns and increase response rates by adding relevant landing pages and sophisticated response reporting. Visit [www.printable.com/FusionProLinks](http://www.printable.com/FusionProLinks) for additional information. Previously priced at \$5,000 and \$.02 per URL, the new standard pricing for FusionPro Links allows companies with virtually any size budget to access this valuable marketing technology. Competing products are an order of magnitude more expensive and include significant ongoing usage fees.

“Increasing access to FusionPro Links is especially important during these challenging economic times,” said Coleman Kane, President and CEO of Printable Technologies. “Printable is in a fortunate position to be able to remove the financial barriers of this innovative technology so that our clients can compete aggressively in the market place. We are committed to continually seek out new ways to bring extraordinary value to the marketplace with new and innovative technologies.”

Printable changed the VDP software landscape in 2005 when it drastically reduced the price of its FusionPro Desktop application from its original \$4,200 cost to just a few hundred dollars. Since that time, Printable has sold over 11,000 licenses of its leading FusionPro VDP software solution while continuously enhancing functionality. Last

November, the powerful plug-and-play VDP server solution, FusionPro Direct, was added to Printable's suite of value price products and offered at \$2,995.

For additional information about the new pricing options for FusionPro Links, contact Dustin Ritter or visit [www.printable.com/FusionProLinks](http://www.printable.com/FusionProLinks).

### **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**.