

PRINTABLE™ DONATES FUSIONPRO® SERVER COMPOSITION ENGINE TO ROCHESTER INSTITUTE OF TECHNOLOGY

Solana Beach, CA - April 16, 2009 - Printable Technologies®, Inc., a leading provider of software as a service (SaaS) Web-to-print and personalized marketing solutions, today announced it will donate its FusionPro Server technology to the Printing Applications Laboratory at Rochester Institute of Technology (RIT). RIT is currently developing an application that will leverage the functionality of this powerful composition engine to quickly and efficiently create sizeable, sophisticated variable print projects.

FusionPro Server helps create and manage large-scale personalized marketing collateral programs using the core FusionPro variable data publishing (VDP) composition engine. It can be integrated with a variety of Web-to-print solutions and high-volume, hands-off internal VDP composition workflows, generating tens of thousands of document pages per hour. With FusionPro Server, users have several image format output options (BMP, TIF, JPG, PNG, GIF, and EPS) in addition to the nine optimized VDP print formats (PDF, PostScript, VDX, PPML, HP-PPML, VPS, JLYT, VIPP, Digimaster-PostScript). To learn more, visit www.printable.com/fusionproserver.

RIT plans to showcase FusionPro Server at its Imagine RIT: Innovation and Creativity Festival on Saturday, May 2. Visitors will experience more than 400 interactive exhibits and live performances that showcase RIT's proficiency in technology and the arts. To learn more about the festival, visit www.rit.edu/imagine. Last year's inaugural event attracted nearly 20,000 people. Organizers expect attendance to grow this year.

"We are pleased to provide this leading-edge technology to support RIT's Printing Industry Center," said Coleman Kane, President and CEO of Printable Technologies. "We know that giving students the opportunity to experience advanced, real-world technology will help them develop the functional skills they need to be marketable in today's workplace."

About Rochester Institute of Technology - Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging technology, and fine and applied arts, in addition to unparalleled support services for students with hearing loss. Nearly 16,500 full and part-time students are enrolled in more than 200 career-oriented and professional programs at RIT, and its cooperative education program is one of the oldest and largest in the nation.

For two decades, U.S. News & World Report has ranked RIT among the nation's leading comprehensive universities. RIT is featured in The Princeton Review's 2009 edition of The Best 368 Colleges and in Barron's Best Buys in Education.

The Chronicle of Higher Education recognizes RIT as a "Great College to Work For."

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 www.printable.com or call **800.220.1727**.

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