



Printable Technologies, Inc.
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For Immediate Release

Printable Technologies Inc.™ Acquires Variable Data Product Line of Datalogics

Solana Beach, CA – December 1, 2004 – Printable Technologies, Inc. today announced the acquisition of all the assets related to the Datalogics DL Formatter® product line, including the DL-10™, DL-100™ and DL-1000™ solutions. The functionality of DL Formatter has been incorporated into Printable's PrintFusion3™ Variable Data product for more than a year.

"This combination is a natural fit," said Douglas Cogan, formerly of Datalogics and now Vice President of VDP Technology for Printable™. "We are excited at the growth opportunity that this combination provides us. Printable has completed the hiring of our entire Formatter team here in Chicago, and we will be continuing our efforts uninterrupted in our current location. The added resources and energy of Printable will enhance our ability to support all our OEM partners with further product development and marketing support."

"Printable searched carefully for the 'best of breed' variable data application to incorporate into PrintFusion™ and selected DL Formatter, as have other key industry partners," said Coleman Kane, President and CEO, Printable Technologies. "Because this is a core technology within our product offering and to accelerate future development, we chose to acquire the entire product family. We will continue to license the applications to both end users and OEM partners. Partners currently utilizing the DL-1000 server include Creo, Hewlett-Packard, Heidelberg, NexPress, Xerox, Xeikon, and others."

DL Formatter Applications

- *DL-10 Design and Proofing* - allows designers and prepress professionals to design documents in QuarkXPress and Adobe InDesign, set up variable text and image frames, define conditional logic, and proof jobs with actual data merged.
- *DL-100 Interactive* – desktop application that provides all the functionality required to create 1-to-1 output for print or web.
- *DL-1000 Server* - uses layouts created with the DL-10 or DL-100 to generate tens of thousands of impressions an hour with a DL-1000 composition server.

(more)

About Printable Technologies Inc. (www.printable.com)

Printable Technologies provides the only turn key, end-to-end platform for online value-added services around print. Available as three modules: PrintOne™ Customer Center, Printable Dashboard™, and Printable Manager™, Printable delivers real-time integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer. End users access printed products from catalogues and customer centers set up, controlled, and maintained by their printer.

Printable integrates with ERP solutions such as Ariba, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Prism and Quantum; and major digital production workflows from Hewlett-Packard, NexPress, and others.

Today more than 500 printer customers use the Printable system to serve more than 1000 corporate customers. Improved efficiency for every aspect of the procurement process means printers enjoy higher revenues, new business growth, and better customer retention.

About Datalogics (www.datalogics.com)

Datalogics, a leading provider of innovative publishing solutions, has dedicated over 30 years to delivering the highest quality software products and services that meet the most demanding publishing needs. With versatile applications and exceptional services, Datalogics offers flexible options for web publishing, electronic document delivery, and high-speed variable print. At the forefront of variable data publishing, Datalogics is recognized for providing solutions that easily generate 1-to-1 communications. A solid background, partnerships with key firms, and a loyal customer base ensures that Datalogics is positioned to meet customer requirements now and into the future.

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