



For Immediate Release

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PRINTABLE TECHNOLOGIES® RELEASES FUSIONPRO® 5.8 VDP PRODUCT SUITE WITH UNICODE TYPESETTING SUPPORT

Expanded Multi-Lingual Functionality Now Available to Create Localized Documents for International End Users

Solana Beach, CA – July 28, 2008 – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) web-to-print and personalized marketing solutions, today announced that it has incorporated Unicode Standard character coding into its latest FusionPro version 5.8 variable data publishing (VDP) products, including FusionPro Desktop, Direct and Server. The added Unicode functionality in the FusionPro 5.8 VDP product suite allows multi-lingual variable data document composition to promote personalized international communications for businesses with multilingual customers.

Users will be able to supply variable text and receive versioned or variable print output in a range of widely used world languages including: Chinese, Japanese, Korean, Russian, Finnish, Polish, Greek and Turkish. Unicode VDP typesetting support helps customers with multi-national operations to produce variable documents in an extended set of international languages for additional market opportunities. In addition, organizations have an opportunity to market to customers in local markets in their language of origin.

FusionPro Web version 6.5 will allow the input of Unicode text in the eight newly supported languages in the following areas: forms for versioned items (e.g., brochures and business cards), file uploads for VDP items and saved data for quickfill presets and employee lists. By offering this expanded functionality as an SaaS model, Printable provides a fully scalable solution that works well for multiple users, communicating in disparate languages, located across widely distributed locations.



"With the addition of Unicode character typesetting to our FusionPro Desktop and our other VDP products, we will provide consistently accurate output across multiple platforms, languages and countries," said Douglas Cogan, Vice President of VDP Products for Printable Technologies. "Data can now be transmitted through many different systems without corruption, to meet both the domestic and global marketing needs of multi-national corporate entities."

Printable is also continuing its "10K Celebration!" promotion with 50 percent off pricing on FusionPro Desktop training classes throughout the month of July. The instructor-led, online training provides FusionPro Desktop users, both new and experienced, the knowledge needed to harness the full power of this robust VDP technology that includes an overview of features in the 5.8 release. For more information about the Printable "10K Celebration!" go to <http://www.printable.com/celebrate10k/> now through July 31, 2008.

For additional information on FusionPro VDP Product Suite and FusionPro Web, contact Dustin Ritter or visit <http://www.printable.com>.

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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