

For Immediate Release

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PRINTABLE TECHNOLOGIES® RELEASES UPDATED PERSONALIZED URL PRODUCT - FUSIONPRO® LINKS VERSION 2.6

Enhanced Campaign Tracking Tool Now Available for Marketers

San Diego, July 8, 2008 – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) web to print and personalized marketing solutions, today announced the release of the FusionPro® Links version 2.6, incorporating a variety of features to better deliver a campaign-centric workflow. This vendor-hosted platform is ideal for marketers who want to quickly and easily reach their target markets with individualized communications, while collecting detailed response data to understand and respond to their customers' needs.

With FusionPro Links 2.6, users can create a customized online response experience with personalized URLs and microsites for variable data publishing (VDP) marketing campaigns, and manage these campaigns with a comprehensive suite of tracking and reporting features. This latest version of the FusionPro Links application provides an array of expanded functionalities including:

- **Enhanced activity notifications** – Configure additional user types to receive notifications and allow administrator to set response notifications based on either the first response or every click-through for a given personalized URL.
- **On-demand list appending** – Add contact lists to live campaigns to reflect real-time acquisition of data throughout the campaign lifetime.
- **Flexible data cleansing options** – Delete selected responses from a campaign to remove erroneous input and provide a more accurate final representation of campaign outcomes.

- **Multilingual personalized URL support** – Avoid browser support limitations and assure that special and foreign character data is properly maintained in the application. Confirm that valid personalized URLs are generated from that data.
- **Improved list exporting** – Download data in CSV format to avoid the size limitations of the XLS format and Excel's cutoff point of 65,000 data records.

“FusionPro Links 2.6 continues to make personalized direct marketing programs easy to implement, manage and document,” said Mark Hilger, Product Manager, with Printable Technologies. “The enhancements included in the latest version of this application deliver a more customized user experience resulting in improved response rates, greater conversion of leads into prospects and a measurable return on our customers' marketing investment.”

For additional information on FusionPro Links version 2.6, contact Dustin Ritter or visit 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**.