

For Immediate Release

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**PRINTABLE TECHNOLOGIES® UNVEILS NEW PRODUCT RELEASE AT
INFOTRENDS TRANSPROMO SUMMIT 2008**

Solana Beach, CA, July 24, 2008 – Printable Technologies®, Inc., a leading provider of software as a service (SaaS) web-to-print and personalized marketing solutions, today announced that it will introduce a ground-breaking new offering at the upcoming InfoTrends TransPromo Summit, August 13 and 14, in New York City. As an event sponsor, Printable will host an exhibit space to demonstrate its new product functionality and Josh Roach, Printable's Chief Technology Officer, will be a featured speaker, providing an overview of the latest market trends driving the company's new product.

Printable's new release will be a pivotal facet of the company's upcoming FusionPro® Web version 6.5 comprehensive web-to-print solution. By leveraging the proven SaaS technology found in its FusionPro Web product, Printable's new functionality can be seamlessly integrated into the overall marketing efforts of a wide array of print and business users.

“Printable is ready to meet the growing industry demand with a new approach to transpromotional marketing, one that exists within the broader context of a suite of web-to-print, variable data publishing and campaign oversight technologies,” said Josh Roach, Chief Technology Officer, Printable Technologies.

To learn more about the upcoming offering from Printable Technologies, please visit the Printable exhibit at the TransPromo Summit in New York, contact Printable's Marketing Director, Dustin Ritter (dritter@printable.com), or visit our web site at 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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