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DataBasics

DataBasics distributes Printable's FusionPro software - Press release April 2008

For IMMEDIATE RELEASE

Printable Announces Master Distributor Agreement with DataBasics to Launch FusionPro Product Line in Australia, New Zealand and SE Asia.

Solana Beach, Calif, April 1, 2008 — Printable Technologies, a leading provider of integrated web to print and personalised direct marketing solutions, has signed an agreement with DataBasics, Australia's leading software distributor of desktop and server workflow solutions, to distribute FusionPro Web and FusionPro Desktop products throughout Australia, New Zealand and SE Asia.

Printable's web to print system, FusionPro Web, delivers an online portal that allows a distributed network to order marketing material (inventory, versioned, and variable), and mailing lists, along with ad-hoc job submission and file transfer services. The FusionPro Desktop product provides a powerful, yet affordable, alternative for variable data publishing (VDP) in virtually any size print or marketing environment. With the full range of document creation and management options offered by these Printable products, print service providers and marketers can select the right tools for the right job.

"As one-to-one marketing develops into an essential tool for marketers, the technology to create VDP documents needs to be both powerful and accessible," said Coleman Kane, President and CEO of Printable Technologies. "We are excited to introduce Printable's FusionPro software to Australia, New Zealand and SE Asia. DataBasics has great experience providing software solutions in this region, and we are confident that they are the right choice to provide access to our products in this important marketplace"

"Web to print technologies are what many of our users have been demanding of DataBasics" said Ricky Patten Director, DataBasics. "FusionPro Web delivers the functionality that organizations need in order to succeed in today's challenging marketplace."

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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 ASP 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.

About DataBasics

DataBasics is a major distributor of leading IT products in Australia, New Zealand and South East Asia specialising in creative business solutions for prepress, networking, internet and productivity.

For further information please contact DataBasics Pty Limited phone 1300 886 238 or international +61 7 4038 3205, email info@databasics.com.au or visit our website: <http://www.databasics.com.au/>