
Printable Reports Record Performance - DataBasics Press release May 2009

FOR IMMEDIATE RELEASE

PRINTABLE(tm) REPORTS RECORD PERFORMANCE IN Q1 2009

Provider of Variable Data Publishing And Web-To-Print Solutions Continues Increased Sales and Profitability

Solana Beach, CALIFORNIA - May 20, 2009 - Printable Technologies(r), Inc., a leading provider of software as a service (SaaS) Web-to-print and media personalisation solutions, announced today that its fiscal performance during the first quarter of 2009 is the best in company history. Increased revenue and decreased costs have been recognised across all products highlighted by substantial gains in its FusionPro(r) variable data publishing solutions.

Printable's flagship VDP products, FusionPro Desktop and FusionPro Server, provided the bulk of new sales in Q1. FusionPro Desktop installations have topped 13,000 making it the most widely used VDP design tool in the industry. Newer solutions such as FusionPro Direct, the plug-and-play VDP Server, and FusionPro Links, the personal URL campaign tracking system, provided a tremendous influx of new business and revenue. Adoption rates for these products increased over 5x and 13x respectively.

"We have been very fortunate to realise such a strong performance during this tumultuous economy," said Coleman Kane, President and CEO of Printable Technologies.

"Improvements in our product line and customer support, along with a refocused sales and marketing approach have paid off. With our most significant releases set to debut this summer, Printable is in a perfect position for continued growth in both customer volume and revenue."

Printable has a history of aggressively challenging standard pricing models in the industry with tremendous results. Last February, Printable announced it was significantly reducing its FusionPro Links personalised direct marketing and campaign tracking solution from Aus \$8,360 to Aus \$2,420 incGST and eliminating any fee per URL created. Previous dramatic reductions occurred with FusionPro Direct, Printable's plug-and-play VDP server solution, and FusionPro Desktop, a feature rich variable data publishing design tool. Each pricing change has resulted in significantly increased sales, revenue, and market share.

For additional information and local pricelist visit <http://www.databasics.com.au/printable/>

PACPRINT 2009: see demonstrations of FusionPro at the **Currie Group Stand H10**

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 personalised marketing campaigns.

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.

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