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Ricoh Company, Ltd.
Printable Technologies Inc.

RICOH AND PRINTABLE TECHNOLOGIES SIGN WORLD WIDE STRATEGIC ALLIANCE AGREEMENT

May 18, 2010 - Ricoh Company Ltd., a global leader in digital office and production printing solutions, and Printable Technologies Inc, a leading provider of software as a service (SaaS) web-to-print and marketing personalization solutions, today announced that they have agreed to enter into a worldwide strategic alliance.

In the US, Ricoh has already begun to market two kinds of Printable Technologies solution bundles with the Ricoh Pro C900 and will also incorporate these solutions into Ricoh's Business Development Program and Professional Service and Solution offerings, which will provide value added resources to its clients.

In the future, Ricoh will also offer Printable's MarcomCentral and FusionPro product lines in areas other than the US to their CRD and commercial print markets.

Printable's MarcomCentral is a world class SaaS web-to-print solution that offers unparalleled features and workflow capabilities. The FusionPro product suite includes FusionPro Desktop, FusionPro Direct, and FusionPro Server, the leading variable data publishing solutions, as well as FusionPro Links, the affordable personalized URL and campaign tracking system.

In addition to the software solutions agreement, Ricoh and Printable are working to expand their relationship with an integrated services offering. The services will be aimed at helping customers optimize their production processes and realizing the maximum benefit of VDP.

"We are excited about working with Printable Technologies in the production printing business space," said Yasuhiko Hosoe, Deputy General Manger for Production Printing Business Group, Ricoh Company, Ltd. "Through this strategic alliance, Printable and Ricoh are helping our customers to profitably grow their printing business."

"We look forward to expanding our relationship with Ricoh to provide a complete and total solution to the worldwide marketplace," said Coleman Kane, president and CEO of Printable Technologies. "The new solution set will help commercial printers and CRDs capitalize on the continually growing demand for VDP and web-to-print solutions."

About Printable Technologies

Printable Technologies(www.printable.com) 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.

About Ricoh

A global leader in digital office solutions, RICOH (http://www.ricoh.com) creates new value at the interface of people and information, offering a broad range of digital, networked products, including MFPs, printers, fax machines, semiconductor related products and digital cameras. With 108,500 employees worldwide, and $21 billion in revenue, RICOH is also one of the world's leading environmentalist companies, committed to sustainable business everywhere.