



P A G E F L E X

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Pageflex Customers To Serve Industry Leadership Role at On Demand Conference

Cambridge, MA — May 8, 2006 — Pageflex ([NASDAQ: BITS](http://NASDAQ:BITS), www.pageflex.com), the leading provider of Web-to-print and cross-media technology, today announced that several of the company's customers have been selected to share their expertise and experiences by giving presentations at the upcoming On Demand Conference & Expo, running May 15-18, 2006 in Philadelphia.

Pageflex customers who have been selected to share their expertise at the On Demand Conference include:

- **Jim Young**, Vice President at MSP Digital Direct in Freedom, PA, will speak at session #18, *"Where Do We Go from Here? What Products & Services to Offer Next?"* at 4:30 PM on Tuesday, May 16. Approximately 75% of MSP Digital Direct's current business is generated through Web-to-print. Young's presentation will include a case study on how the online editing capabilities of Pageflex software has helped MSP Digital Direct double the digital pages printed each month for a reseller co-op direct mail program for Action Systems, Inc. He will offer insight into how MSP Digital Direct plans to use its Web-to-print service and other methods to grow its business as digital printing revenue models shift in the next few years.
- **Brian Fritsche**, CIO of Webb/Mason, also will present during session #18, *"Where Do We Go from Here? What Products & Services to Offer Next?"* Webb/Mason is one

of the fastest-growing print management service companies in the country, growing at an average annual rate of more than 14.2 percent since 2000. It delivers commercial printing, promotional products, and a complete forms management system through its Enterprise Print Management (EPM) Online offering.

- **Bill Marchiony**, Corporate Account Executive at expresscopy.com, will offer humorous and insightful thoughts on *"Lights Out Production"* during session #29 at 3:15 on May 17. Portland, OR based expresscopy.com boasts a base of over 34,000 customers, annual revenues exceeding \$15 million in 2005, and a compound annual revenue growth rate of 45 percent since 2000. This full-color digital printing operation has incorporated Pageflex technology as part of its Web-to-print, template-driven prepress and automated "lights out" 165-step preflight process that produces two-sided color postcards for localized and personalized marketing campaigns 24 hours a day. Expresscopy.com processes 600 – 700 jobs per day and adds about 1,200 new customers each month. Focusing on this one business offering has fueled the company's rapid growth and its national penetration of the real-estate market.
- **Kevin Despain**, CEO of Rastar Digital Marketing, Inc., and **Kris Morrow**, Digital Marketing Manager at Diversified Graphics, Inc., will participate in a panel discussion on *"Applications Driving Digital Production Color Printing,"* during session #33, at 4:30 PM on May 17. Rastar Digital Marketing is a digital printing and database-marketing specialist in Salt Lake City, Utah. Diversified Graphics is a single-source provider of communications services, including commercial and digital printing, variable data printing, customized web-to-print solutions, inventory management, and fulfillment services. Both companies use Pageflex Storefront. Both Despain and Morrow will discuss applications they have developed to support a range of digital print services including database-driven variable data, personalized direct mail, 1-to-1 marketing collateral, web-to-print document customization, and short run jobs.
- **Dan Adler**, President of DA Digital, will speak at three sessions: session #28 *"Super-Efficient Workflows: For the President/Owner/Decision Maker & Sales Management,"* session #36 *"Users Reveal the Lessons They've Learned in Creating Their Own Super-Efficient Workflows,"* and session #39 *"How to Demystify Data for Digital Print."* Adler will speak about his 20 years of experience in creating the right workflow for the right job. As a long time user and creator of various production workflows involving Pageflex products, Adler will discuss not only how to create those workflows but also how to sell the benefits of them.

A number of Pageflex customers also will give presentations in the Pageflex booth (#2262) at the On Demand Exposition. These customers will share how they have implemented Pageflex technologies and each will provide an overview of an actual live project. The customers will share ROI results, benefits, and best practice recommendations.

"Pageflex is proud to have among our customer base many of the leaders in today's digital print industry," says Anna Chagnon, Pageflex CEO. "The printing industry is in the midst of a fundamental transformation as printers of every size and geographic location are having to redefine themselves as marketing specialists and partners with their customers. Digital printing, variable data, and web-to-print technologies have become critical services for printers to offer. We applaud all of the speakers at the On Demand Conference for their

willingness to share their business and technology experiences with the rest of the industry.”

The On Demand Conference is the world’s leading digital printing and automated production conference, developed to address digital printing and production challenges relating to creating, managing, personalizing, and delivering content. The conference presentations provide a forum for industry experts to share insight into a range of issues that are significant to the printing industry, including the future of the printing industry, the current state of print-on-demand technology, business management, and strategy. The conference draws attendees who are at various levels of adopting digital printing technologies and associated workflow software and hardware devices.

About Pageflex

Pageflex, a division of Bitstream Inc., (www.pageflex.com) is the technology of choice for all things variable. Pageflex software enables template design, flexible layouts, customization, personalization, document scaling, variable-length documents, Web-to-print portals, interactive online editing, cross media marketing, and personalized emails and web sites. Pageflex provides the capability to produce all things variable for printers, advertising agencies, marketing services companies, and corporate marketing departments worldwide.

Bitstream

Bitstream Inc. ([NASDAQ: BITS](http://NASDAQ:BITS)) is a software development company that makes communications compelling. Bitstream enables customers worldwide to render high-quality text, browse the Web on wireless devices, select from the largest collection of fonts online, and customize documents over the Internet. Its core competencies include font technology, browsing technology, e-commerce technology, and publishing technology.

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