



FOR IMMEDIATE RELEASE

GMC Software Technology to Offer PANTONE Color Systems Capabilities

May 5, 2008—Boston, Massachusetts and Appenzell, Switzerland—GMC Software Technology, the standard in personalized communication, today announced it has signed an agreement with Pantone, the international provider of professional color standards for the graphics, fashion, interior and industrial design industries, to integrate PANTONE® MATCHING SYSTEM® and PANTONE Goe™ System capabilities into the next version of the PrintNet software suite.

“The licensing agreement with GMC Software Technology will allow PrintNet customers to exercise precise color control from composition and layout through to final production and digital output,” said Andy Hatkoff, Vice President, OEM and Technology Licensing at Pantone. “As a result, end users and print service providers can more easily adhere to corporate graphic guidelines while maintaining brand standards and consistency.”

Support for X-Rite color spectrophotometers, announced earlier in the year, paved the way for further integration with the next release of PrintNet that will be available during the summer of 2009. PrintNet 6.0 will bring additional functionality and enable users to make precise color matches for personalized direct mail, transactional, transpromo applications and other documents. PrintNet 6.0 will work with any PANTONE-licensed digital color printer - many of which are already designed to take advantage of the PANTONE Systems.

“With the integration of the PANTONE MATCHING SYSTEM and PANTONE Goe System colors and PrintNet’s existing color capabilities, users will have an additional level of color management and control for the development and production of personalized documents,” said Jeffrey DeVoyd, Vice President of Product Marketing at GMC Software Technology. “Enterprises and print service providers can now switch from costly pre-printed, offset printed ‘shells’ toward 100 percent digital color on plain stock, saving time and money while still meeting the most stringent corporate color specifications.”

Pantone, a wholly owned subsidiary of X-Rite, Incorporated, has been the world’s color authority for 45 years, providing design professionals with products and service for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone now offers designer-inspired products and services for consumers.

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About GMC Software Technology

GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve

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GMC Software Technology

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productivity and cut costs. Our award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. We serve thousands of users worldwide and many of our customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials. www.gmc.net.

GMC Software Technology continues to add to its tally of industry awards. Most recently, in March 2009, Xplor International awarded the company “Technology Application of the Year” for a second year in a row. In 2008, the European Digital Press Association (EDP) named GMC “Best Special Application Software of the Year.”

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