

Monday, February 13, 2006

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Quad/Graphics Creates New Business Unit to Advance Client-Facing Software Tools

AdSync, *Impoze*[®], *PlanSystem3*[™] and *Regional Ad Planning System* Now Supported Through QuadSystems

SUSSEX, WI – Quad/Graphics, the world’s largest privately held printer of magazines, catalogs, books, direct mail and other commercial products, has merged several client-facing tool sets into a new business unit called QuadSystems. As a separate business unit, QuadSystems (www.QuadSystems.com) will focus on developing, marketing and supporting industry-leading publication management systems designed to help magazine publishing, catalog, advertising and book publishing businesses improve operational and cost efficiencies.

The software solutions QuadSystems currently offers are:

- *AdSync*, which manages all aspects of magazine advertising process, including sales forecasting, account management, order entry, materials handling and billing.
- *Impoze*, which manages publishing processes throughout planning, production/manufacturing, printing and distribution.
- *PlanSystem3*, which integrates simple flat planning and editorial and creative workflows enterprise-wide for magazine publishers, catalogers, ad agencies, educational book publishers and others in the communications industry. *PlanSystem3* was designed by Van Gennepe - M.A.C. BV, The Netherlands, a leading company in the development of planning, process and collaborative workflow management software solutions. QuadSystems secured exclusive rights to distribute it in North America.
- *Regional Ad Planning System (R.A.P.S.)*, which analyzes and automates complicated regional and demographic production for magazine publishers.

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According to Joel Quadracci, Quad/Graphics President & Chief Operating Officer, organizing publication management systems like *AdSync*, *Impoze*, *PlanSystem3* and *Regional Ad Planning System* into a single entity allows for more effective use of resources that will result in more powerful products for clients. “These industry-leading applications are already proven to improve enterprise-wide collaboration, boost productivity, manage increased complexity and reduce cycle time,” Mr. Quadracci said. “Now, QuadSystems will take these tools to the next level of support and development.”

In 2000, Quad/Graphics acquired Impoze Systems, the software development company that created *AdSync*, *Impoze* and *R.A.P.S.* Additionally, earlier this year Quad/Graphics signed an exclusive North American distributor agreement with Amsterdam-based Van Gennep, developer of *PlanSystem3*.

QuadSystems is led by Steve Jaeger, who also serves as Quad/Graphics’ Vice President of Information Systems. “As a Quad/Graphics business unit, QuadSystems is backed by the capabilities of 260 corporate I.T. staff, including software engineers, Web designers, technical writers and reference line support,” Mr. Jaeger said. “Our goal is to work toward a common information systems platform to help with load-leveling and assistance on special projects. This synergy with Quad/Graphics provides QuadSystems’ customers with the resources and support needed to ensure their success.”

To handle day-to-day operations, two experienced I.T. managers, Amanda Hayden and Jim Pose, have joined the QuadSystems staff. Ms. Hayden was hired as QuadSystems’ Director of Business Development and Marketing. Most recently she worked as Director of International Business Development and Marketing for Van Gennep – M.A.C. Mr. Pose transferred from Quad/Graphics’ Corporate I.T. department to the role of Software Development Manager. They will team closely with Jeff Parnau and Jay Parnau, creators of *AdSync*, *Impoze* and *R.A.P.S.*, to continue delivering industry-leading solutions via QuadSystems.



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QuadSystems' development and support teams are based at Quad/Graphics' headquarters in Sussex, Wis. Dedicated sales and professional services teams are also located in New York City and Washington, D.C.

About Quad/Graphics

Headquartered in Sussex, Wis., Quad/Graphics is the world's largest privately held printer of magazines, catalogs, direct mail and other commercial products, and the third largest printer – public or private – in the Western Hemisphere. Through a network of print production facilities on three continents, Quad/Graphics offers services from front-end design and photography through digital imaging, printing, list management, finishing and distribution. The company employs 12,000 people worldwide and has annual sales of \$1.9 billion.

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