



Shutterfly CEO and Staples VP Confirmed as Keynote Speakers at EFI Connect, the Industry-Leading Information Exchange Event

FOSTER CITY, Calif., March 21, 2012 (GLOBE NEWSWIRE) -- [EFI™](#) (Nasdaq:EFII), a world leader in customer-focused digital printing innovation, today announced the keynote speakers for the upcoming [Connect users' conference](#) taking place April 10-13 at the Wynn Las Vegas — Jeffrey Housenbold and Robert Schlacter.

The opening keynote on Tues., April 10 at 5 p.m. will feature Shutterfly President and CEO Jeffrey Housenbold in a "fireside chat" with EFI CEO Guy Gecht. Housenbold will discuss Shutterfly's role in the social expression and personal publishing category as well as his social media and customer service philosophies.

On Wed., April 11 at 4:45 p.m., attendees will have the opportunity to hear Gecht in conversation with Robert Schlacter, vice president of copy and print operations and services at Staples, the world's largest office products company. The two will discuss a variety of topics, including Staples' growth in copy and print, where they think the print industry is headed, their strategic partnership with EFI and use of Digital StoreFront® and Fiery® technology.

"We're excited to welcome these two astute leaders to the Connect conference stage, and know they will offer a unique perspective on business success and customer commitment," said Frank Tueckmantel, vice president of corporate marketing at EFI. "As with previous CEO fireside chats, the discussions are sure to be candid, insightful and humorous. These casual interactions will be a great way to get to know Jeffrey and Robert, and will provide some new ideas that attendees can apply to their own operations."

Connect enables print industry leaders from around the world to attend educational sessions, test drive the latest EFI products, voice their opinions at user group meetings, discuss industry trends, and network with peers. The detailed list of more than 150 class sessions is available [online](#). Sessions cover MIS/ERP and Web-to-Print systems, inkjet and label solutions, a special Fiery technology track, and more. The Connect lab area will again highlight EFI's unique products and fully integrated, end-to-end workflows with live demos, along with displays by leading industry partners.

To register for Connect, visit www.efi.com/connect. For more information about EFI, visit www.efi.com or call 800-875-7117.

About EFI

[EFI](#) (www.efi.com) is a world leader in customer-focused digital printing innovation. EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery® digital print controllers and solutions; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wide-format inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and business process automation software; and corporate printing solutions.

The Electronics For Imaging, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=7332>

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EFI undertakes no obligation to update information contained herein, including forward-looking statements.

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