



HardingPoorman Group Selects EFI Monarch MIS Solution

Foster City, Calif. - Jan. 9, 2012 - [EFI™](#) (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, today announced that [HardingPoorman Group](#) has selected [EFI Monarch](#) and [EFI PrintStream Fulfillment](#) for its Indianapolis-based print, mailing and fulfillment operations.

The locally owned and operated HardingPoorman Group is one of North America's leading commercial graphics providers. Consisting of several integrated companies all under one roof, HardingPoorman Group's broad portfolio of services includes: sheetfed offset printing, UV printing, digital printing, variable data services, CD/DVD replication and automated packaging, mailing, comprehensive bindery, wide format signage, and fulfillment.

"We have always been committed to investing in the best technology available to support our employees and our customers," said David Harding, president. "Due to the growing needs of our customers and the expanding array of services that we offer, we outgrew our old systems. EFI's integrated solutions will not only bridge that gap but will serve our needs well into the future as we continue to expand."

"We researched every offering in the marketplace," said Steve Anzalone, chief operating officer for the HardingPoorman Group. "During that process we were very impressed by EFI's dedication to understanding our current needs and our future plans. Integration of our processes is critical, and the combination of Monarch, PrintStream Fulfillment, and our Kodak Prinergy platform clearly emerged as the number one system to effectively manage our printing, mailing and fulfillment operations within one integrated solution."

"EFI has a unique combination of integrated products that meet HardingPoorman's needs across mailing, digital print, and wide format as well as integrate with their third party systems," said Jeff White, general manager of EFI Monarch. "They have been a long-time EFI customer, and we're looking forward to this new chapter in our relationship with them."

For more information on EFI's MIS products, visit www.efi.com or contact 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.

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This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as "anticipate", "believe", "estimate", "expect", "consider", "plan" and SMsimilar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. SMForward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. SMFor further information regarding risks and uncertainties associated with EFI's businesses, please refer to the risk factors section in the Company's SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q. EFI undertakes no obligation to update information contained herein, including forward-looking statements.

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