



M & D Printing to Upgrade to EFI Monarch to Increase Efficiencies and Provide Platform for Growth

Foster City, Calif. - May 11, 2011 - [EFI](#)[™] (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, today announced that M & D Printing Company, Inc. has chosen to upgrade its EFI print management system to [EFI Monarch](#) and to immediately implement key modules. The company has also purchased EFI PrinterSite Internal to automate their request for quote process.

In operation since 1936 in Henry, Ill., M & D Printing is a family-owned, full-service printer specializing in catalog and magazine printing. Their facility runs 24 hours a day, seven days a week and serves customers nationwide.

An EFI Hagen[™] user since 1992, the company recently began producing increasingly complicated jobs with many version changes. As a result, they decided to upgrade their Hagen system to EFI Monarch - a flexible, powerful, intelligent, and automated print management solution. They will soon be installing Monarch Planner and the Pre-Press Module which provides integration with Kodak Prinergy.

"After looking at various options, we selected EFI Monarch because it was the only product that brought the whole solution together for us now, while also providing a base on which to build and grow," said Mike Kingery, president. "EFI's leadership position in the industry was also key to our decision."

Kingery is most excited about the improvements Monarch Planner will bring to the operation. "The ability to graphically explain a job ticket will mean fewer errors and far fewer headaches," he says. "For instance, we have one monthly order that calls for 250,000 copies of a magazine in 14 different versions. We receive the job on a Friday and the printed magazines are delivered the next Tuesday. With Planner and its scalable imposition templates, we'll be able to handle the job ticket development and prepress quickly and easily."

For more information about EFI 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 management information 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 similar, 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. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For 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.