



For immediate release

OBJECTIF LUNE ACQUIRES EDMOND DOCUMENT SOLUTIONS

Two leaders in the variable data printing world join forces

Montreal, Canada – JANUARY 22, 2010 – Objectif Lune, a worldwide leader in the development and commercialization of mid-market variable data printing and workflow automation solutions, proudly announces the acquisition of Edmond Document Solutions; an innovative research and development company that delivers high-end solutions for the repurposing and enhancement of documents, based in Nijmegen, The Netherlands. In order to ensure the highest level of customer satisfaction, as well as to leverage the full potential of this transaction, both entities will keep their respective names, facilities and staff.

As many players of the print industry struggle with economic uncertainty, Objectif Lune stands strong and leads the way into recovery by joining forces with Edmond Document Solutions to share complimentary technology, best practices and close to 20 years of expertise. This will speed up the creation of unprecedented state-of-the-art technology and pave the way to new markets on a much broader scale than ever before. Benefits from the new opportunities and mutual partner relationships will be numerous.

“This is great news for our customers and partners”, says Paul Bogers of Edmond Document Solutions. “It will shorten time-to-market of new technology and products, and drive more efficiency to the work processes of our customers.”

“We are delighted to welcome Edmond Document Solutions in the Objectif Lune family”, declared Didier Gombert, CEO of Objectif Lune. “We are confident this new partnership will allow both parties to speed up research and development, offer even more complete solutions and open very promising new markets.”

Objectif Lune and Edmond Document Solutions have always been committed to delivering the best service as well as developing the right solutions to meet their customers’ needs. Together, they can now do it faster, better and for a larger market.

About Objectif Lune

With offices in 12 countries, Objectif Lune creates software solutions to help organizations develop, maintain and renew their business by maximizing the value of their documents. Driven by a passion for creativity and innovation, our state-of-the-art solutions portfolio includes software for transactional printing and workflow automation with PlanetPress Suite, and for personalized promotional printing and web-to-print with PrintShop Mail Suite. For more information, visit www.objectiflune.com.

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About Edmond Document Solutions

Edmond Document Solutions supplies unique products that enable high volume printing companies to personalize correspondence with their clients, increasing customer satisfaction and brand recognition. Proud makers of the flexible and modular Eddoc product line, the EDS team prides itself in a culture based on satisfaction, responsibility, innovation and creativity, providing customers with both the solution they need, and the personal experience they are looking for. For more information, visit www.edmond.nl

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