



## **Industry Visionary and EFI Executive Marc Olin Receives NAPL Technical Leadership Award**

**Foster City, Calif.** – March 1, 2006 – EFI (Nasdaq: EFII), the world leader in digital controllers, superwide format printers and inks, and print management solutions, is proud to announce that Marc Olin has been awarded the Technical Leadership Award by NAPL, the trade association for excellence in graphic communications management. Olin, senior vice president and general manager of EFI's Professional Printing Applications, will be presented the award tomorrow during the NAPL's 2006 Top Management Conference in Orlando, Fla. The award recognizes Olin's longstanding and ongoing dedication to the development of innovative technical solutions to enhance the graphic communications production process.

"The graphic communications industry has benefited greatly from Marc's visionary leadership and innovation, which have enhanced all phases of print production, dramatically improved workflow efficiencies, and contributed to greater industry profitability," said Joseph P. Truncale, NAPL president and chief executive officer. "I know of no one more deserving of this honor."

Throughout his career, Olin has pioneered technology that has impacted the very core of the printing business, and his contributions have resulted in greatly improved printing efficiencies and significant cost savings. He was CEO and co-founder of Printcafe Software, Inc., before its sale to EFI. Prior to that Olin served for eight years as President of Prograph Management Systems. He was the co-founder of Prograph, the predecessor company to Printcafe. In addition to developing the first system which supported publisher-to-printer job specifications, the team at Prograph also contributed to all of the major buyer-to-printer transaction standards for the magazine publishing industry. Olin has also served as a Director of the Graphic Arts Technical Foundation and the Graphic Communications Association.

Said Guy Gecht, EFI CEO: "EFI is proud of Marc's accomplishments and of his 20-year dedication to the commercial print industry. He is always striving to improve the services and technology we provide, while staying close to the everyday needs of customers and the changing business climate. This NAPL award is true testament to the positive impact he's had on our industry, and I congratulate Marc on behalf of EFI employees and customers worldwide."

The NAPL Technical Leadership Award is presented annually to an individual in the graphic communications industry who personifies the principles of craftsmanship. The award recognizes definable achievement in some area of technical endeavor that can be broadly characterized as technical leadership. This leadership may be demonstrated through work in associations, through practical technological achievement and/or invention including the unique application of technology, or in graphic communications education. The NAPL Technical Leadership Award is part of the NAPL Awards program, which also includes an Industry Award and, this year, a Lifetime Achievement Award.

### **About NAPL**

Chartered in 1933, NAPL ([www.napl.org](http://www.napl.org)) is a not-for-profit trade association representing companies in the \$100 billion+ graphic communications industry. NAPL's comprehensive slate of business-building solutions provides company leaders with the strategies, insights, and guidance they can use to make informed business decisions, minimize risk, anticipate change, and profitably grow their business.

### **About EFI**

EFI ([www.efi.com](http://www.efi.com)) is the world leader in digital controllers, superwide format printers and inks, and print management solutions. EFI's award-winning technologies offer integrated document management tools from creation to print, including high fidelity color Fiery® print servers that can output up to 2000 ppm; VUTEk superwide digital inkjet printers and UV and solvent inks capable of printing on flexible and rigid substrates; powerful print production workflow and management information software solutions for increased performance and cost efficiency; and an array of corporate printing solutions. EFI's integrated solutions connect seamlessly, delivering unbeatable performance, cost savings and increased productivity. EFI maintains 22 offices worldwide.

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