



EFI and XMPie Relationship Expands Variable Data Printing Product Offerings to EFI Customers; EFI to Add XMPie's Complete Portfolio to Suite of Products

NEW YORK & FOSTER CITY, Calif.--(BUSINESS WIRE)--Feb. 7, 2006--EFI® (Nasdaq:EFII), the world leader in digital controllers, superwide format printers and inks, and print management solutions, and XMPie® Inc., the leading provider of software for dynamic publishing, have announced an agreement in which EFI's direct sales force will sell XMPie's PersonalEffect™ server solutions and uDirect™ desktop applications. Under the agreement, EFI customers will have an expanded array of Variable Data Printing (VDP) products and services from which to choose, providing them with new ways to build relationships with clients.

XMPie's uDirect desktop product line enhances the VDP solutions currently available to EFI customers. EFI's web-to-print VDP offerings, combined with EFI Print Management Systems (Print MIS) and Fiery® digital controllers and servers, enable printers and their customers to manage and control personalization across all printing processes beginning at the customer desktop through production using a robust, open standards-based workflow. The complete system encompasses both content and commerce. For printing companies adding digital and VDP services, the XMPie solutions enhance and complement EFI's innovative VDP technology offerings.

Building on EFI's leadership in VDP technologies, the addition of XMPie's award winning PersonalEffect software takes VDP a step forward with visually rich personalization, including extensive Cross Media capabilities such as Response URLs that create personalized web pages for each recipient. XMPie's software is based on powerful, user-friendly tools that enable collaboration between design, data and production professionals. EFI users will be able to target customers and prospects more accurately and creatively, resulting in increased response rates and enhanced customer loyalty.

"Combining XMPie's leading technologies with the EFI suite of products and services means that EFI customers can now more easily offer an integrated array of products that enable them to differentiate their company with new capabilities, while improving client relationships and winning more business," said Chuck Gehman, director of product marketing at EFI.

"Connecting to customers across multiple media, enabled by XMPie's powerful design and data management tools, means that campaign response rates, sales and subsequent market share for clients will be increased," said Kristin Anderson, director of product marketing at XMPie. "uDirect and PersonalEffect will make the already robust EFI products even more powerful."

EFI's VDP platform strategy gives users a choice of web-to-print applications, authoring tools, databases, Fiery-driven output devices, and Print MIS systems that allow their solution to scale as their personalized marketing business grows. The end-to-end workflow provides feature-rich, integrated content and commerce capabilities in which printing companies and their customers can deploy VDP campaigns with unparalleled ease, and with new levels of sophistication -- ultimately delivering better results and better profitability for both the printing company and their customer.

uDirect and PersonalEffect will be available to EFI customers immediately. For more information please contact 800-875-7117.

About EFI

EFI (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.

About XMPie

XMPie Inc. is the leading provider of software for dynamic publishing. Its variable data publishing (VDP) solutions PersonalEffect and uDirect help businesses efficiently design and produce highly personalized marketing materials that are proven to significantly increase consumer response rates. Its award-winning PersonalEffect software produces on-demand,

highly targeted 1:1 marketing communications in print, e-mail and Web. XMPie bridges design, data and printing functions to enable a collaborative production workflow and streamlines document ordering and customization with flexible Web-to-Print applications. XMPie is headquartered in New York with operations in the US, Europe, Israel and Japan. For more information on XMPie, visit www.xmpie.com.

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