

SMALL BUSINESS, SMALL BUDGET? HOW TO KEEP PRINTING COSTS UNDER CONTROL

Managing costs is essential to any business operation, especially small businesses. In honor of National Small Business Week, Lexmark International, Inc. (NYSE: LXX) offers the following tips to help small businesses print smarter and save money.

PRINT PROFESSIONAL-QUALITY COLOR IN-HOUSE

Small businesses in need of professional-looking color documents do not have to turn to a print shop for help. Businesses can save money by printing on a color laser in-house.

For example, the Lexmark [C534n](#) color laser printer delivers high quality color printing at speeds up to 22 pages per minute (ppm) in color and up to 24 ppm in black. Priced at \$699¹, the C534n offers small businesses a way to affordably print color documents, brochures and signage in-house.

Right now, small businesses can save up to 25 percent off select Lexmark color laser products. Visit color.lexmark.com to learn more.

CONSOLIDATE DEVICES

According to research conducted by Lexmark to identify printing requirements and trends associated with small businesses, a typical small business – comprising five to 99 employees – owns multiple printing and imaging devices to accomplish a variety of tasks.

The majority of respondents in the U.S., U.K., France and Italy ranked the following tasks as "very important" (multiple responses were permitted):

- Printing documents, 79 percent
- Copying text, 76 percent
- Faxing, 70 percent

All of these tasks can be accomplished in a single laser multifunction product (MFP) or inkjet all-in-one device, eliminating the need for multiple devices and saving valuable office space.

For example, the Lexmark [X342n](#) laser MFP is a space-saving, network-ready device that prints and copies at speeds up to 27 ppm in addition to scanning and faxing for just \$399¹. Likewise, Lexmark's new Professional Series of inkjet products features four all-in-ones that offer business-class productivity for prices starting at \$99. The Professional Series also includes lifetime, priority phone support, as well as Lexmark's exclusive Protection Guarantee⁴ with next-business-day replacement for up to one year after purchase.

PRINT ON BOTH SIDES OF PAPER

According to the Lexmark research, more than half of small businesses ranked duplex, or two-sided printing, as a "very important" feature. By printing on both sides of paper, small businesses can cut their paper usage in half and save money, not to mention benefiting the environment by using less paper. Many of Lexmark's laser and inkjet products come equipped with two-sided printing.

USE HIGH-YIELD SUPPLIES

By using high-yield toner or ink cartridges, supplies will last longer than when using standard-yield cartridges, saving businesses time because the high-yield cartridges have to be replaced less frequently. They also provide a lower cost per page.

Lexmark offers high-yield supplies with many of its products. In fact, the Professional Series inkjet line ships with high-yield ink cartridges, delivering twice the yield of Lexmark's standard cartridges.

"At Lexmark, we are dedicated to providing reliable, high-quality printing solutions to meet the needs of any small business," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "Our award-winning products and solutions can help small businesses look like big businesses without breaking the bank."

For detailed information about Lexmark's full inkjet and laser product lines, visit www.lexmark.com/smb.

ABOUT LEXMARK

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue. Learn how Lexmark can help you get more done at www.lexmark.com.

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¹All prices are estimated street prices in U.S. dollars – actual prices may vary.

²Savings are off Lexmark's published minimum advertised price. This offer is valid for purchases only within the U.S. on specified product models and cannot be combined with any other offer, promotion, sale or rebate. Actual prices may vary. Offer valid to end-users only. Offer valid 3/1/08 to 5/31/08. Orders received after 5/31/08 may not be accepted at this savings price. Lexmark may discontinue this promotion, with or without notice, at any time.

³See Statement of Limited Warranty for details.

4This limited warranty does not cover accidental damage, misuse, theft or loss. See Statement of Limited Warranty available at purchase locations for details. Warranty availability can vary by product and country.

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