

Lexmark and Anheuser-Busch ink MPS deal

LEXINGTON, Ky., Jan. 23, 2012 [/PRNewswire/](#) -- Lexmark International, Inc. (NYSE: LXX) today announced it has signed a five-year agreement with Anheuser-Busch, a wholly owned subsidiary of leading global brewer Anheuser-Busch InBev, to provide world-class managed print services (MPS), deploy a standardized fleet of innovative printers and multifunction products (MFPs), and improve business processes for the leading American brewer. The scope of the agreement spans Anheuser-Busch locations across the U.S., including corporate offices and breweries, as well as Labatt Brewing Company locations in Canada.

Lexmark will manage the printing assets and deliver the following elements of a custom-tailored MPS solution to drive efficiency in Anheuser-Busch's print infrastructure:

- **Assessment and Fleet Optimization:** Lexmark will assess print environments, collect data on the current fleet of printing devices and recommend improvements designed to take unnecessary pages out of its environment.
- **Hardware Deployment:** Lexmark will install color and monochrome printers and MFPs, which will include the award-winning Lexmark X792, X658, T654 and C54x Series of workgroup products.
- **Proactive Consumables Management:** Lexmark's printers and MFPs will be configured to notify Lexmark when toner cartridges are low and in need of replacement. Toner will be shipped automatically to locations in a timely manner with no manual intervention needed.
- **Advanced Reporting:** [Lexmark's Print Release solution](#) will be utilized to capture and provide important end-user usage data that will equip the company with critical information to better understand and make more informed decisions about its print environments.

Lexmark is also the MPS provider of choice for AmBev, a subsidiary of Anheuser-Busch InBev and the biggest brewery in South America. In 2010, AmBev recognized Lexmark with the honorable distinction of Best IT Infrastructure Services Provider.

Supporting Quote:

"For more than 10 years, Lexmark has successfully executed global MPS strategies for many of the most trusted and recognized brands in the world," said Marty Canning, Lexmark executive vice president and president of Imaging Solutions and Services. "The proof here is in the results-driven MPS methodology Lexmark has implemented with AmBev, and we look forward to expanding our relationship with Anheuser-Busch in North America to drive even greater cost savings and efficiency across the enterprise."

Supporting Resource:

- [Lexmark MPS Brochure](#)

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, software, solutions and services that help customers to print less and save more. Perceptive Software, a stand-alone software business within Lexmark, is a leading provider of enterprise content management software that helps organizations easily manage the entire lifecycle of their documents and content, simplifying their business processes, and fueling greater operational efficiency. In 2010, Lexmark sold products in more than 170 countries and reported more than \$4 billion in revenue.

To learn more about Lexmark, please visit www.lexmark.com. For more information on Perceptive Software, please visit www.perceptivesoftware.com.

For more information on Lexmark, see the [Lexmark Facebook page](#) and follow us on [Twitter](#).

For more information about Perceptive Software, please visit the company's [Facebook](#) and [Twitter](#) profiles.

Lexmark and Lexmark with diamond design are trademarks of Lexmark International, Inc., registered in the U.S. and/or other countries. All other trademarks are the property of their respective owners.

SOURCE Lexmark International, Inc.

For further information: Jerry Grasso, +1-859-232-3546, ggrasso@lexmark.com

<https://newsroom.lexmark.com/newsreleases?item=110589>