

NEW LEXMARK COLOR LASER PRINTERS, MFPS HELP SMALL BUSINESSES LOOK BIG WHILE CUTTING COSTS

Lexmark International, Inc. (NYSE: LXX) today introduced two new series of color laser printers and color laser multifunction products (MFPs), offering businesses ranging from small offices to large enterprises compact color performance that will save them time and money.

"We are excited to introduce this outstanding new line of compact color products that will help businesses enhance the quality of their professional documents without turning to a more costly print shop," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "We designed these products with the environment in mind so customers can feel good about reducing their environmental footprint as they decrease costs and increase productivity."

Both the new Lexmark C540 Series of color laser printers and new Lexmark X540 Series of color laser MFPs are designed to be easy on the environment with features such as:

- Built-in two-sided printing¹ to reduce paper waste
- Instant warm-up fuser technology, which uses less power when not in use and still prints the first page quickly
- Eco-Mode, which reduces power consumption
- Quiet Mode, which reduces noise emissions
- Energy Star compliant
- Performs reliably with recycled paper

Additionally, both the Lexmark C540 Series and Lexmark X540 Series include the new Lexmark Rewards² program, which encourages customers to return empty cartridges for recycling or remanufacturing and earn free genuine Lexmark toner and imaging kits. With the Lexmark Rewards program, customers can save up to 20 percent off the total cost of supplies. The Lexmark C540 and Lexmark X540 Series also include the Lexmark Supplies Price Guarantee, an innovative new program through which Lexmark pledges never to raise the price of toner cartridges for the life of these printers³.

Both series also feature wireless models that are Wi-Fi CERTIFIED™ 802.11n draft 2.04. Lexmark's printers are the first in the industry to receive this certification for this leading-edge wireless technology. 802.11n is a new wireless standard that supports a longer range and higher wireless transfer rates than the previous standard, 802.11g.

LEXMARK C540 SERIES

The Lexmark C540 Series of color laser printers is designed for small business workgroups or busy offices that need access to affordable, professional-quality color printing technology with best-in-class⁵ rated color print speed. The Lexmark C540n, C543dn and C544n color laser printer models deliver unique 4800 Color Quality mode for stunning color images and graphics, along with true 1200x1200 dpi for extra quality and detail in customer-facing documents. The Lexmark C540 Series is the only color laser family under \$500 to offer this level of print quality. The series also features a unique, four-in-one color laser printhead that delivers precise color registration.

The Lexmark C540n is an easy-to-use small workgroup color laser printer that prints at speeds up to 21 pages per minute (ppm) in color and black for an estimated street price of \$3496. The Lexmark C543dn includes high-yield toner cartridges and built-in two-sided printing for an estimated street price of \$3996. The Lexmark C544 models give customers access to even faster speeds, up to 25 ppm in color and black, for prices starting at \$4496. The series also offers extra-high-yield cartridges, which save money with a lower cost per page and conserve resources with cartridges that need to be replaced less frequently.

LEXMARK X540 SERIES

For small offices and large enterprise customers that want more advanced functionality, the new Lexmark X540 Series of color laser MFPs also features best-in-class⁵ rated color print speed, while packing productivity-enhancing features into the smallest 21 ppm color laser MFP in the world. The Lexmark X543dn color laser MFP combines copy and scanning capability in addition to built-in two-sided printing for just \$5996. It prints at speeds up to 21 ppm in color and black and ships with high-yield toner cartridges. The Lexmark X544 models of color laser MFPs are four-in-one devices that print, copy, scan and fax, with fast print speeds up to 25 ppm in color and black; prices start at \$6996. They also feature two-sided scanning as well as access to extra-high-yield cartridges and more robust paper handling for larger workgroups.

Lexmark's new color laser printers and color laser MFPs will be available through Lexmark's channel partners and on www.lexmark.com.

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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¹Built-in duplex models include the Lexmark C543dn, C544dn, C544dw, C544dtn, X543dn, X544dn, X544dw and X544dtn.

2The Lexmark Rewards program is not available in all countries. Visit www.lexmarkrewards.com for details.

3U.S. dollar price only. Other currency prices listed subject to currency fluctuation based on the U.S. dollar. This guarantee only applies to initial end-user pricing listed on Lexmark.com and does not apply to dealer and/or distributor pricing. Lexmark reserves the right to discontinue selling these toner cartridges any time after it discontinues service support for this printer.

4Wi-Fi CERTIFIED is a mark of the Wi-Fi Alliance.

5The Lexmark C540 class is single-function color laser printers less than \$500 estimated U.S. street price. The Lexmark X540 class is color laser MFPs less than \$1,000 estimated U.S. street price.

6All prices are estimated street prices in U.S. dollars – actual prices may vary.

All prices, features, specifications and capabilities are subject to change without notice.

Page yields based on ISO testing may vary.

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