

# LEXMARK'S NEW C540 SERIES EARNS EDITOR'S CHOICE AWARDS FROM BETTER BUYS FOR BUSINESS

Recognized for its features and impressive speed, Lexmark International, Inc.'s (NYSE: LXX) new C540 Series of color laser printers has earned Editor's Choice awards from Better Buys for Business, an independent reviewer of document imaging equipment.

"Overall, these are excellent entry-level color printers with competitive prices and a surprising set of features," said Stephen Hannaford, Better Buys for Business editor-in-chief. "All of this earns them our Editor's Choice Award."

The Lexmark C540 Series is designed for small business workgroups or busy offices that need access to affordable, professional-quality color printing technology with best-in-class<sup>1</sup> rated color print speed up to 21 pages per minute (ppm). The Lexmark C544 models give customers access to even faster speeds, up to 25 ppm in color and black, for prices starting at \$449<sup>2</sup>.

The series also delivers precise color registration with a unique four-in-one color laser printhead. Built-in two-sided printing<sup>3</sup> reduces paper waste, and every model in the Lexmark C540 Series is network ready.

The Lexmark C540 Series is complemented by the new Lexmark Rewards<sup>4</sup> program, which encourages customers to return empty cartridges to Lexmark for recycling or remanufacturing and earn free genuine Lexmark toner and imaging kits. In addition to benefiting the environment, customers can save up to 20 percent off the total cost of printing by participating in the program. "Our C540 Series is an innovative product line that brings outstanding value to our customers who need professional-level color printing for their business," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "We're very excited to receive this recognition from Better Buys for Business for these new products."

Lexmark's A3 (11 x 17 inch) C935 Series, with print speeds of up to 40 ppm in color and up to 45 ppm in black for prices starting at \$3,199<sup>2</sup>, also earned Editor's Choice recognition.

"Lexmark has a strong reputation for quality and great features, and we're pretty enthusiastic about the C935 family," Hannaford said. "The price points are also especially attractive, and these models are worthy competitors to machines from OKI, Ricoh and Xerox."

## 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](http://www.lexmark.com).

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

<sup>1</sup> The Lexmark C540 class is single-function color laser printers less than \$500 estimated U.S. street price.

<sup>2</sup> All prices are estimated street prices in U.S. dollars – actual prices may vary.

<sup>3</sup> Built-in duplex models include the Lexmark C543dn, C544dn, C544dw, and C544dtn.

<sup>4</sup> The Lexmark Rewards program is not available in all countries. Visit [www.lexmarkrewards.com](http://www.lexmarkrewards.com) for details.

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