

SURVEY: CONSUMER BENEFITS ARE CLEAR FOR ENVIRONMENTAL, WIRELESS PRINTER FEATURES

When it comes to buying a printer, the environment is on the mind of many U.S. consumers. More than 80 percent of people say a printer with an option for high-yield ink cartridges would have a positive influence on their purchasing decision.

That's according to a recent online survey commissioned by Lexmark International, Inc. (NYSE: LXX), a leading provider of printing and imaging products, services and solutions.

The survey also found that paper-saving features are important to most printer owners. Eighty percent of survey respondents said an all-in-one (AIO) that prints, scans, copies, and faxes is friendlier to the environment than four separate devices.

The benefits of wireless technology also ranked high among consumers. Half of the respondents said wireless printing is more convenient than standard wired printing. More than half said that owning a wireless printer would make their family more productive.

Lexmark's line of wireless¹ products, available at national retailers such as Circuit City, Office Depot, Office Max, and Sam's Club, can help people accomplish both their environmental and money-saving goals. Lexmark's wireless line includes printers with eco-friendly options that reduce paper use, save ink and conserve energy.

With Lexmark's wireless printers and AIOs, home and office users enjoy the ability to share a single device – a benefit that survey respondents listed as one of their top three. Eliminating the number of devices saves energy and materials, as fewer products are manufactured and fewer parts are recycled or sent to the landfill.

"Lexmark is committed to developing products that are focused on productivity, sustainability and saving money for our customers," said Paul A. Rooke, Lexmark executive vice president and president of its Consumer Printer Division. "With our wireless line of AIOs, consumers get the value, performance and eco-conscious features they're looking for and a smart printing solution."

Lexmark's Home and Student and Professional product lines offer a breadth of options to meet everyone's needs. Two of Lexmark's wireless AIOs with "green" features will be shown at a press only event this Wednesday, Sept. 24, from 6 p.m. to 9 p.m. EDT, at the Showstoppers "Digital Holiday" event in New York City at the Millennium Hotel in Times Square. Attendees can stop by Lexmark's booth to see demonstrations of the Lexmark [X7675](#) and [X6650](#) wireless AIOs.

SURVEY METHODOLOGY

The online survey was conducted for Lexmark between Aug. 6-12, 2008, by MarketTools, a third-party research firm, which maintains on-line panel communities. Forty-two percent of the 586 respondents were men. Fifty-eight percent were women. Respondents were aged 18 through 65, came from all U.S. regions and indicated they were a printer owner or were influential in the decision to purchase their current printer. The margin of error was +/- 4 percent.

To learn more about Lexmark's Professional Series, go to:

www.lexmark.com/professionalseries.

To learn more about Lexmark's Home and Student Series, go to:

[/content/en_us/products/introducing_x200_series.shtml](http://content/en_us/products/introducing_x200_series.shtml)

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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1802.11 b/g/n wireless network required for all wireless functions. Subject to the range and capabilities of your wireless router and access to electricity.

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