

LEXMARK TO DISCUSS GREEN PRINTING STRATEGIES AT FOURTH ANNUAL ZIFF DAVIS CIO SUMMIT, MAY 6-9

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Rising paper consumption in the office is an increasing concern for environmentally conscious businesses and government agencies. Many organizations are implementing print reduction and paper recycling strategies. But are they going far enough to truly make a difference?

That's the topic of Lexmark International, Inc.'s (NYSE: LXX) message to participants at the 2008 Ziff Davis CIO Summit at the Ritz-Carlton Hotel in Half Moon Bay, Calif., May 6-9.

In its presentation, "Printing, Profits and Sustainability: The Triple Imperative," Lexmark will explore the close link between paper usage, business performance and the environment, with some surprising observations from the company's research and close work with clients around the globe.

With help from Lexmark, more and more organizations are realizing that technology projects that are good for the environment can also be good for business. Nowhere is that more apparent than with printing, where rising page volumes have long been viewed as onerous cost centers. Today, they are increasingly viewed as corporate social responsibility issues as well.

Many businesses are doing something to reduce paper usage, but not all print reduction initiatives are equally effective. While every step forward helps, dramatic improvements are possible and at a cost far less than many organizations may anticipate. In fact, by embracing proven best practices, new technologies and some simple, common sense strategies, businesses and agencies can often print less, save money and improve employee productivity at the same time.

"Improved processes mean businesses can print less, which translates to less impact on the environment and a better bottom line," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "Lexmark's focus is helping clients understand the true drivers of unwanted printing, as it relates to their unique circumstances. We can provide them with the technology, and more importantly the strategies needed to improve business results and minimize the impact of printing on the environment."

Lexmark's presentation will be available online as part of the Ziff Davis CIO Digital Summit, which is a half-day recap of the keynote sessions and panel discussions on Thursday, May 22. More information is available at www.ziffdavisiosummit.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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