

LEXMARK TO SHOWCASE RETAIL PRINTING SOLUTIONS AT 2008 FMI SHOW PLUS MARKETECHNICS

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Lexmark International, Inc. (NYSE: LXX) will demonstrate how retailers have saved as much as 41 percent of their total printing costs by implementing proactive printing solutions and service offerings at the 2008 Food Marketing Institute (FMI) Show plus MARKETECHNICS® May 4-7 in Las Vegas.

With 15 years of experience in developing customized printing solutions for retailers, Lexmark is recognized as the leading provider of output solutions for the retail industry. In fact, 75 percent of the world's leading retailers work with Lexmark, and 49 out of the top 50 pharmacies in the U.S. are Lexmark customers.

Lexmark's laser workgroup printer and multifunction products (MFPs) are ideal for retail store environments because they can handle complex media such as vinyl labels and outdoor signage. Lexmark's products give customers easy and affordable ways to print retail shelf tags, labels and signage in-house, saving time and money and allowing retailers to cost-effectively leverage color printing capabilities.

"We've been successful in the retail industry because we've designed customized solutions to help retailers lower their printing overhead, make processes more efficient and more effectively communicate with their customers," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division.

Lexmark will demonstrate the following printing solutions and service offerings for retailers at the 2008 FMI Show plus MARKETECHNICS®:

LEXMARK DISTRIBUTED FLEET MANAGEMENT RETAIL SUITE

The Lexmark Distributed Fleet Management Retail Suite is designed to help retailers decrease help desk call volumes, reduce the number of service calls and minimize their consumables inventory. It includes automated supplies ordering, a maintenance alerting system that can detect problems and fix them remotely, and tools that give customers complete visibility to their devices and daily printing activity. Lexmark helps customers use that visibility to develop a complete strategy to optimize their printing environment.

Customers who have implemented these proactive services have been able to reduce their printing expenses by up to 41 percent.

LEXMARK DOCUMENT MANAGEMENT PLATFORM (DOCMP)

Lexmark's Document Management Platform (DocMP) is a secure document management solution that allows customers to capture documents at the local store level and then route them electronically so that they are easily accessible at any time to authorized employees across the organization. DocMP can store confidential information like human resources documents, purchase orders and invoicing to make them available when needed, and retention policies can easily be applied. This solution can also seamlessly route documents to required individuals, speeding up labor-intensive processes, saving customers time and money.

RFID UHF LASER OPTION

Radio Frequency Identification (RFID) is becoming prevalent as an effective way for retailers to manage their supply chain with real-time visibility to their inventory. Lexmark's recently announced RFID Ultra High Frequency (UHF) Laser Option contains a radio and antenna that programs and verifies RFID media. Available as an add-on for Lexmark [T640](#), [T642](#) or [T644](#) monochrome laser printers for \$1,899*, it provides an easy and affordable way for customers to add RFID capabilities to their existing laser printing infrastructure, helping them to consolidate devices, reduce costs and improve processes.

For more information about these and Lexmark's other offerings for the retail industry, please visit www.lexmark.com/solutions.

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

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