

LEXMARK PLATINUM ALL-IN-ONE PRINTER NAMED AS CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARD HONOREE

Lexmark International, Inc. (NYSE: LXX) today announced that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for its Platinum all-in-one (AIO) inkjet printer, one of eight new AIOs introduced this year for small and medium-sized business. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

"When we began developing the Platinum our goal was to provide solutions that go way beyond printing -- saving our customers time and money, and being recognized by the Consumer Electronics Association proves we did just that," said Paul Rooke, Lexmark executive vice president and president of its Imaging Solutions Division. "Unique features, such as our SmartSolutions, which make customers' workflow more simple and elegant, when combined with lowest black printing cost in the industry, deliver a value proposition in the AIO category that is unmatched in the small-to-medium business market."

TOUCH SCREEN PRINTERS AND SMARTSOLUTIONS

The Platinum is a powerful printing device that balances design and function to match the contemporary professional's home or small office. The Platinum features four-in-one capabilities (print, scan, copy and fax) and Lexmark's myTouch technology, a Web-connected¹ touch screen that provides a superior user interface.

From the touch screen customers can access and print content directly from the Web, and Lexmark's innovative SmartSolutions enable customers to access easy-to-use applications like the Business card scan², Apple's MobileMe Gallery or accessing your photos from Photobucket. SmartSolutions eliminate time wasted on multiple-step processes by providing one-touch shortcuts, such as group faxing or scan to e-mail templates.

Lexmark engineers also equipped the Platinum with a feature that helps users save money and the environment - an Eco-Mode button. With one touch, users can practice green-friendly printing via an energy saving "sleep mode" and duplex printing, skipping over-complicated configuration steps.

INDUSTRY'S LOWEST BLACK INK COST

Lexmark's new 105XL black ink cartridge delivers businesses penny-per-page³ mono printing, which equals bottom-line savings potential for small businesses that typically print black-and-white documents. With a suggested MSRP \$4.99, businesses can buy high-yield black cartridge replacements that deliver the lowest black printing cost in the industry and long-life ink performance.

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)[®], the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Lexmark's Platinum AIO inkjet printer will be displayed at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las Vegas Convention Center.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations Honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2010 Design and Engineering Honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

Lexmark's new AIO inkjet line is available at select Apple stores, Office Depot, Office Max, Staples, Sam's Club, BJ's, Fry's, HH Gregg and MicroCenter. Small businesses can also buy at Lexmark.com as well as other popular online sites. To learn more about Lexmark's Professional Series and Home Office Series of printers, please visit: <http://www.lexmark.com>.

For more information, see the ["Lexmark News" Facebook page](#) and the ["LexmarkNews" Twitter feed](#).

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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¹Internet access, computer and router required. Does not have Internet browser capability. Not all displayed content can be printed.

²Not compatible with Mac or Linux. Available for download through August 2010.

³Based on 105XL black ink cartridges \$4.99 MSRP in US dollars and a yield of 510 standard pages, estimated in accordance with ISO/IEC24711. Actual yields may vary. Actual cost in other countries may vary. "Lowest Cost" claim based on comparison with other inkjet all-in-ones as of June 1, 2009. The 105XL black ink cartridge is available on the Professional Series Platinum and Prestige models.

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