

LEXMARK'S NEW AIOS ENHANCE SMALL BUSINESSES' BOTTOM LINE

- Businesses put new AIOs to the test; report on efficiencies

Small businesses ready to save time and money now have a partner, as Lexmark International, Inc. (NYSE: LXX) today launched eight new all-in-one (AIO) inkjet printers in the market. The innovative, feature-rich 2009 line is already working for busy company executives who explain why they appreciate how Lexmark delivers solutions that:

- Enable custom-created shortcuts (using Web-connected¹ touch screen on three models with RSS capability)
- Deliver long-lasting quality (robust devices include industry-leading warranties)
- Demonstrate respect for green (protecting both the wallet and the environment)

CUSTOMERS SPEAK, LEXMARK LISTENS

Lexmark equipped several small businesses with AIOs and let them deliver the verdict on the features that most enhanced their bottom line:

- **Todd Sallee**, CFO and co-owner, C&G Construction (fewer than five employees)
- **Dr. Jennifer Brooks, D.C.**, owner, **Jennifer Pelfrey**, office manager, Bluegrass Pain Center (fewer than 10 employees)
- **Andrea Clemons**, real estate agent, Jayne Cox & Associates (self-employed)

Each offered a 2009 product line performance review.

Custom-created solutions made simple: [SmartSolutions](#)

Lexmark is proud to deliver an innovative new technology that enables businesses to easily streamline the way they work. Through the use of a large, 4.3 inch Web-connected touch screen, businesses can use or create simple, one-touch applications that enable them to save precious time normally wasted on repetitive, multi-step tasks.

"With so many patients to converse with throughout the day, this printer gives me the ability to scan and save my management documents getting a hard copy and print it out. It allows me to keep patients engaged by talking about what is going on in the world while I multitask and print. I don't lose time by going online to read news headlines on my computer."

The Web-connected touch screen is available on three of the new models: Platinum, Prestige and Interact.

"I love that I can scan a color document and e-mail it to potential clients. The look is truly professional."

"Another big time-saver for us is the wireless capability," continued Pelfrey. "Dr. Brooks can take her laptop right into a patient's room and send print jobs like prescriptions, orders for tests or a treatment plan. That document is ready and waiting when they check out; there is no delay."

This Lexmark line features all wireless products as well as a broad line of Wireless-N products (including Platinum, Prestige, Prevail and Interact), offering longer range and more reliable signals for faster file transfer rates².

UNCOMPROMISED QUALITY

The entire new line of products feature the patented Vizix print technology that includes separate ink cartridges, fast speed and impressive quality across the entire 2009 AIO line.

"As a business owner, when I'm going to a store to buy an AIO I'm willing to pay more for the Lexmark Platinum because it is worth the investment," affirmed Dr. Jennifer Brooks, D.C., who owns and operates a chiropractic practice.

The 2009 product line is built to last. Backed by industry-leading 3-year³ and 5-year⁴ warranties, small businesses can rest easy knowing their investment is secure, and coupled with lifetime phone support.

"I would have expected a 90-day or 1-year warranty," said Sallee. "I'm impressed with a 5-year warranty. I'm really impressed. Everything flows nicely with this device. This is saving our company money. I couldn't go back to life without it."

BUSINESSES RESPECT 'GREEN'

In the new product line a respect for green can come in two forms: Vizix print technology and Eco Mode, lending a hand to both the bottom line and the environment.

With the new Vizix system, users replace only what ink needs replacing. No doubt, businesses want to see black ink - which is used most when printing documents. Across the line businesses can select high-yield black cartridges to extend the life of the ink.

"I love the new Vizix ink technology," said Sallee. "Any business owner will tell you that they print mostly in black and white copies. With the ink system, I can see on my desktop when my black cartridge is getting low and switch that out. But, it doesn't happen nearly as often because I use the high-yield cartridge."

Penny-per-page equals bottom-line savings potential: Since SMBs typically print black and white documents, professionals can purchase the lowest black printing cost in the industry⁵, with high-yield black cartridge replacements for \$4.99, and enjoy long-life ink performance.

Eco Mode equips the SMB to go green at the touch of a button. One touch and businesses can significantly reduce paper usage with automatic two-sided printing.

TIME-SAVING FEATURES

Dual paper trays increase performance ability.

"The second paper tray is a huge bonus," explains Pelfrey. "I load one tray with regular paper and the second with HCFA forms, for insurance billing purposes. It really speeds up our daily document-printing process."

address book. It loads both the contact information and the actual card. This saves me mega time and keeps me organized."

PORTFOLIO EXPANDED: SMB STORIES

[Click here](#) to see what other small business consumers had to say about their Lexmark experience, and watch videos to learn more about [Todd Sallee](#), [Dr. Jennifer Brooks, D.C.](#) and [Jennifer Pelfrey](#), and [Andrea Clemons](#).

"Agents are always exchanging business cards with each other and potential clients, so we collect a large amount," said Andrea Clemons, real estate agent. "My Lexmark printer gives me the ability to scan the cards, and the Professional Series and Home Office series of printers, please visit: <http://www.lexmark.com/showup> in my computer

PUT LEXMARK TO WORK FOR YOUR BUSINESS

To buy your Lexmark Professional Series or Home Office Series AIO, please visit any of these retail locations: Office Depot, Office Max, Staples, Sam's Club, BJ's, Fry's, HH Gregg, InkStop, MicroCenter, Lexmark.com, as well as other popular online sites.

For more information, visit 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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1. Internet access, computer and router required. Does not have Internet browser capability. Not all displayed content can be printed.
2. According to WiFi alliance. When used with a WiFi certified IEEE802.11n router. Also compatible with WiFi certified IEEE802.11b/g routers.
3. Receive 1 year limited warranty plus 2 years extended limited warranty by registering within 90 days. See statement of Limited Warranty for details.
4. Receive a 1 year limited warranty plus 4 years extended limited warranty by registering within 90 days. See Statement of Limited Warranty for details.
5. Based 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.

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