

BEST MARKET SOLUTION AWARDED TO LEXMARK AT IDC FINANCIAL TECHNOLOGY INSIGHT SUMMIT TO LEXMARK AT IDC FINANCIAL TECHNOLOGY INSIGHT SUMMIT

LEXINGTON, KY. -01/15/2009

Financial Insights, one of the world's leading providers of independent research, custom consulting and advisory services within the financial services community, recently presented Lexmark International, Inc. (NYSE: LXX) with the Best Market Solution award at the IDC Financial Technology Insight Summit in Jacksonville, Fla. The second annual summit, focused on new technologies and best practices in global banking, is produced by PPM Media in partnership with Financial Insights, an IDC Company.

The Best Market Solution award is presented to the company that portrayed the best and most innovative technology solution for banking information technology (IT) environments during the summit. Lexmark received this recognition based on voting by attending banking IT and business executives.

Lexmark's financial services solutions:

- Reduce the amount of time in the new account opening and loan processes
- Allow branch personnel to spend more time with customers
- TUse technology in the branch to reduce exceptions and improve compliance
- Reduce marketing costs while putting targeted collateral in the hands of customers
- Develop a print output strategy that encompasses branch and enterprise objectives

"In today's economy, financial institutions are looking for ways to maximize every dollar," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "This award confirms that Lexmark's breadth of offerings supports an industry that is reinventing itself. We are pleased to be recognized by the people driving new technologies in the banking and financial service environments."

ABOUT FINANCIAL INSIGHTS, AN IDC COMPANY

Financial Insights provides independent research, custom consulting, and detailed multiclient studies on the technology issues and challenges facing the financial services industry. Global research covers topics of strategic importance to corporate and retail banks, insurance carriers, asset management firms and securities and brokerage firms. Local practices in Asia Pacific, Europe, Latin America, and Canada add an in-depth regional viewpoint. Financial Insights, an IDC Company, is headquartered in Framingham, Mass. IDC is a subsidiary of IDG, the world's leading IT media, research, and exposition company. Visit www.financial-insights.com for more information.

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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