

# PINNACLE, LEXMARK'S NEW ALL-IN-ONE PRINTER, WINS SMALL BUSINESS SUMMIT AWARD

## - Pinnacle Pro901 delivers \$4.99 black ink cartridge, the world's lowest-cost black ink

Lexmark International, Inc. (NYSE: LXX) today introduced a new addition, Pinnacle, to its award-winning line of professional all-in-one (AIO) inkjet printers at the [Fifth Annual Small Business Summit 2010](#), where it was immediately awarded a [2010 Hot Tech Demo Award](#).

Pinnacle, like the other Professional Series AIOs in the line, is designed to help small to medium-sized businesses (SMBs) increase productivity while saving them time and valuable resources. Additionally, Pinnacle features 4-in-1 capability, a Web-connected<sup>1</sup>, easy-to-navigate 4.3 inch capacitive touch screen, and the world's lowest-cost black ink<sup>2</sup>.

"The introduction of Pinnacle builds upon the momentum and success Lexmark has garnered with its award-winning touch screen AIOs, providing yet another model that enables our customers to go way beyond printing," said Paul Rooke, Lexmark executive vice president and president of its Imaging Solutions Division.

"Customers have told us that the cost of supplies is their primary pain point when it comes to printing. Combining our \$4.99 cartridge pricing with the ease-of-use and functionality of Pinnacle's touch-screen menu and [SmartSolutions](#) helps our customers be more efficient, saving both time and money," Rooke added.

The Summit's judges recognized Pinnacle with a 2010 award for:

- providing unique ways to save money with \$4.99 black ink cartridges that offer a high yield of 500 pages<sup>3</sup>,
- increasing productivity with one-touch SmartSolutions and
- offering peace-of-mind with an industry-leading five-year warranty<sup>4</sup>.

"There are so many new technologies in today's market that small businesses have a hard time knowing which to buy and how to use them most effectively to maximize productivity," said Ramon Ray, editor, Smallbiztechnology.com. "It's refreshing to see Lexmark's Pinnacle – a real AIO tool with Web solutions that add a much-desired layer of simplicity to business processes."

As highlighted in Lexmark's recently launched [national advertising campaign](#), its \$4.99 black ink cartridge delivers an immediate impact on SMBs' bottom line. Lexmark's SmartSolutions, an array of disruptive applications that are changing the perception and expectation of the inkjet AIO category, also add value to Pinnacle. In addition to print, scan, copy and fax functions, SmartSolutions include shortcuts such as Business Card Scanning, workflows and unique apps to expedite day-to-day office tasks such as [Scan to Evernote](#) and [Stamps.com Shipping](#).

Lexmark's Pinnacle will be available beginning in April 2010 via major national and regional retail outlets, online retailers, distribution partners and direct from Lexmark at Lexmark.com for \$299.99. To learn more about Lexmark's Professional Series and Home Office Series of printers, please visit [www.lexmark.com](#).

[SmartSolutions](#) applications are available for free download and are also available on the Lexmark [Interact](#), [Prestige](#) and [Platinum](#) touch screen models.

### 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 2009, Lexmark sold products in more than 150 countries and reported approximately \$4.0 billion in revenue. Learn how Lexmark can help you get more done at [www.lexmark.com](#).

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

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

<sup>2</sup>Based on 105XL black ink cartridge's \$4.99 MSRP in US dollars and an average yield of 510 standard pages, estimated in accordance with ISO/IEC 24711. Actual yields vary based on images printed and other factors. Lowest black ink cost claim based on comparison with other inkjet all-in-ones original black ink cartridge MSRP's as of January 2010.

<sup>3</sup>Average continuous black declared cartridge yield of standard pages is in accordance with ISO/IEC 19798.

<sup>4</sup>1 year limited warranty plus 4 year extended limited warranty at no additional cost upon online product registration within 90 days of purchase. See Statement of Limited Warranty for details.

For further information: Kathy Edwards, +1-859-232-3371, [kathyh@lexmark.com](mailto:kathyh@lexmark.com)

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