

Woolworths chooses Lexmark to optimize its print output management

JOHANNESBURG, South Africa, Aug. 19, 2011 -- Lexmark International South Africa has announced a three year global services agreement with Woolworths. The contract, as part of a Managed Print Services initiative, will enable Woolworths to achieve both savings and efficiencies through its print output management.

Following a rigorous competitive review, Lexmark was selected because of its thorough approach to total cost of ownership, its worldwide service and support capabilities and its comprehensive set of product features.

Woolworths is one of South Africa's leading retail brands and has become a household name throughout Southern Africa. The retail giant sells a wide range of products including food, clothing, beauty, homeware and more across its some 400 stores nationwide as well as through franchise partners in Africa and the Middle East. Woolworths has approximately 21,000 employees and posted a turnover of more than R 23 billion in 2010.

Managed Print Services is a business model that allows companies to control their print infrastructure, rationalize the hardware they use, and take advantage of an ongoing service level agreement with a strategic partner to deliver continuous improvement.

Lexmark works with companies around the world to optimize and manage their print infrastructure. The printing company's 'Print Less, Save More' message resonates with large, multinational organizations who wish to reduce their paper use, improve process efficiency and reduce costs. With so much to gain from a controlled and less-costly printing infrastructure, more and more companies are turning to Lexmark to support their needs.

About Lexmark

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, software, solutions and services that help customers to print less and save more. Perceptive Software, a stand-alone software business within Lexmark, is a leading provider of enterprise content management software that helps organizations easily manage the entire lifecycle of their documents and content, simplifying their business processes, and fueling greater operational efficiency. In 2010, Lexmark sold products in more than 170 countries and reported more than \$4 billion in revenue.

To learn more about Lexmark, please visit www.lexmark.com. For more information on Perceptive Software, please visit www.perceptivesoftware.com.

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