

Quad/Graphics Enhances Interactive Offering with Expanded Services and App Updates

Actable® Version 2.7 adds features and functionality to improve consumer experiences

SUSSEX, WI, September 24, 2013 – Quad/Graphics, Inc. (NYSE: QUAD) (“Quad/Graphics”) announces major enhancements to its interactive offering that provide publishers and marketers with a comprehensive and integrated solution for seamlessly connecting print and digital media for improved reader and consumer experiences. The enhancements include creative design, data analytics, video marketing and optimization, and social media capabilities as well as the newest version of Quad/Graphics’ Actable® interactive print application.

The just-released [Actable Version 2.7 adds new features and functionality](#) to a powerful app that makes printed pages come to life when viewed through Actable-enabled smartphones and tablets. In this new version, Actable experiences continue to be launched “on-page.” However, the experience continues seamlessly as the user moves his or her mobile device away from the interactive printed page. This innovation overcomes the single greatest limit to interacting digitally with print by freeing users from the initial connection. Additional enhancements include better pinch-to-zoom and swivel capabilities for on-screen experiences as well as enhanced opt-in geo tracking that allows users to receive location-specific content.

“Quad/Graphics continues to redefine how readers and consumers engage with content and branding across multiple media channels,” said Joel Quadracci, Quad/Graphics Chairman, President & CEO. “Interactive print provides powerful editorial and marketing applications, and our end-to-end solutions improve clients’ return on their existing media investments by seamlessly connecting various channels for reaching consumers when and how they want to access content.”

Added Quadracci: “Quad/Graphics is unique in the interactive marketplace in that we enjoy powerful relationships with leading marketers and publishers in print media and associated workflows. We are exceptionally well-positioned to unify that print media with interactive solutions to address real challenges with real solutions that drive business results.”

Mike Gustin, Quad/Graphics’ Director of Interactive, said Quad/Graphics’ expanding interactive services team will help clients more easily execute effective interactive strategies through turnkey service, from interactive-specific design and creative through measurement and data analytics. “We are forming strong customer partnerships that produce solid ROI through valuable interactive consumer experiences,” he said. “For example, our interactive design services help our clients to develop breakthrough campaigns that enhance their brand and business objectives and improve their customers’ overall experience while optimizing workflows across offline and online media.”

Gustin said another driver of Quad’s interactive growth is the improving mobile technology base and increasing consumer understanding and acceptance of how interactive print works. “Mobile technology speeds and capabilities are improving rapidly and consumers are learning about the practical ways that interactive print can improve their reading or shopping experiences,” he said.



Gustin shared that new interactive applications are being implemented in all of Quad/Graphics' core print markets, including magazines (editorial and advertising), catalogs, retail inserts, direct mail, commercial and specialty print. "Recently, we've seen some of the strongest interest in in-store signage and packaging where our clients have extensive ways to extend consumer engagement with existing marketing programs," he explained.

"Clients are turning to us to help them empower their print media through unified omnichannel campaigns, including the most advanced mobile technologies," Gustin concluded.

About Quad/Graphics

Quad/Graphics (NYSE: QUAD) is a global provider of print and related multichannel solutions for consumer magazines, special interest publications, catalogs, retail ad inserts, direct mail, books, directories, and commercial and specialty products, including in-store solutions. Headquartered in Sussex, Wis. (just west of Milwaukee), the Company has print-production facilities as well as other support locations throughout North America, Latin America and Europe. As a printing industry innovator, Quad/Graphics (www.QG.com) is redefining the power of print in today's multimedia world by helping its clients use print as the foundation of multichannel communications strategies to drive their top-line revenues while reducing their total cost of print production through workflow solutions, and pioneering distribution and mailing programs, among other offerings.

Media Contact:

Claire Ho, Quad/Graphics, 414-566-2955, Claire.Ho@qg.com

Investor Relations Contact:

Kelly Vanderboom, Quad/Graphics, 414-566-2464, Kelly.Vanderboom@qg.com

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