

## Tempt In-Store Productions Brings Extreme Retail to 2014 Shopper Marketing Conference & Expo

SUSSEX, WI, October 20, 2014 – Tempt™ In-Store Productions, a Quad/Graphics, Inc. company (NYSE: QUAD), will show retailers and marketers how to turn conventional in-store signage and displays into multichannel consumer experiences at this year’s Shopper Marketing Conference & Expo, October 21-23 in Minneapolis. Tempt’s extreme-sports-themed booth #519 will feature a wide range of visual solutions designed to help retailers command attention in the marketplace, and create a dynamic in-store environment.

“We are excited to be part of Shopper Marketing Expo again this year to highlight our capabilities that help retail marketers create dynamic in-store experiences for shoppers,” said Mike Draver, President of Tempt. “The extreme retail-themed booth will showcase an innovative use of graphic treatments designed to attract shoppers and drive brand sales. In addition, we’ll feature several free-standing displays and point-of-purchase options that help retail marketers engage shoppers in the store.”

The booth experience is designed to showcase the range of unique visual solutions produced by Tempt. Bold, colorful signage featuring extreme sports graphics on a variety of substrates will draw visitors into the booth where they can learn about the scope of solutions and capabilities available to accommodate any in-store need. The booth’s free-standing displays, created by Tempt’s structural design team, will highlight an ability to bring an idea from initial concept through to the final product.

“It’s important that the shopping environment, including retail signs and displays, engage shoppers to move them to take action,” Draver added. “Our creative ideas and collaboration help create a unique shopping experience to capture shoppers’ imaginations and provide a seamless path to purchase.”

Tempt is both an exhibitor and sponsor of the annual event, which is billed as the world’s largest gathering of shopper marketing professionals and hosts retailers and marketers interested in learning about new solutions and strategies for influencing consumer decision-making on the path to purchase.

### About Tempt

Tempt™ In-Store Productions ([www.tempt-ing.com](http://www.tempt-ing.com)) is a Quad/Graphics company that provides in-store programs for many of the nation’s leading retailers and brand marketers. Tempt offers extensive production and structural design expertise to develop innovative and engaging temporary retail display programs that engage shoppers and provide a seamless path to purchase. From design and prototype services through large-format printing, finishing customized kit packing, Tempt delivers in-store destinations that build brand value and enhance the shopping experience.

### About Quad/Graphics

Quad/Graphics (NYSE: QUAD, [www.QG.com](http://www.QG.com)) is a leading global printer that is redefining print in today’s multichannel media world by helping marketers and publishers capitalize on print’s ability to complement and connect with other media



channels. With consultative ideas, worldwide capabilities, leading-edge technology and single-source simplicity, Quad/Graphics has the resources and knowledge to help its clients maximize the revenue they derive from their marketing spend through channel integration, and minimize their total cost of print production and distribution through a fully integrated national distribution network. The Company provides a diverse range of print solutions, media solutions and logistics services from multiple locations throughout North America, Latin America and Europe.

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