

Tempt In-Store Productions to Spotlight Interactive Signage at Shopper Marketing Expo

Attendees Visiting Booth #220 Will Be Able to Launch Interactive Experiences Using Their Smartphone or Tablet

SUSSEX, WI, October 2, 2013 — Tempt™ In-Store Productions, a Quad/Graphics 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 Expo, October 8-10 at Chicago's Navy Pier. Attendees visiting Tempt's booth #220 will see how shoppers can use their mobile devices to interact with conventionally printed signs and displays to launch informational product videos, share via social media, see products in multiple color and model configurations, receive special in-store offers, and more.

“Interactive signage is a powerful marketing tool for today's retailers and, at this year's Shopper Marketing Expo, attendees will be able to experience, first-hand, how interactive signage can be used to engage consumers, increase brand interaction and promote sales in a retail environment,” said Mike Draver, President of Tempt. “We'll also demonstrate how we can provide creative design and measure results to determine what experiences are most effective at engaging consumers and driving sales.”

Tempt's booth will resemble a candy store, with large-format signs, product stands and floor displays “tempting” attendees to launch interactive experiences using their smartphone or tablet.

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 targets 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) is a Quad/Graphics (NYSE: QUAD) company that provides in-store marketing materials and programs for leading regional, national and international retailers and brand marketers. Through multiple locations, including global locations, Tempt offers extensive production expertise and resources to develop attention-getting, sales-driving shopper marketing programs in conjunction with other Quad/Graphics solutions. From design and prototype services through large-format printing, finishing operations and customized kit packing, Tempt works with customers to create impactful in-store destinations.



About Quad/Graphics

Quad/Graphics (NYSE: QUAD), a leading global printer and media channel integrator, 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 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.

Media Contact:

Claire Ho, Director of Corporate Communications, Quad/Graphics
414-566-2955, Claire.Ho@qg.com

Investor Relations Contact:

Kelly Vanderboom, Vice President and Treasurer, Quad/Graphics
414-566-2464, Kelly.Vanderboom@qg.com

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