



FOR IMMEDIATE RELEASE

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Tempt™ In-Store Productions Invests in Platform and Expands Capabilities to Deliver More Value for Retailers

Tempt strengthens product and service offerings with two new large-format digital UV presses and expanded operations

SUSSEX, WI, August 9, 2013 — To keep pace with double-digit growth and continue its commitment to deliver the best value in the industry, Tempt In-Store Productions, a Quad/Graphics company (NYSE:QUAD), is enhancing its large-format digital press platform, already one of the most powerful and advanced in North America, and expanding its operations.

“Strategically investing in our in-store platform now makes perfect business sense for the future of Tempt and its growing customer base,” said Joel Quadracci, Quad/Graphics Chairman, President & CEO. “This is an exciting time for Tempt because the sizeable opportunities that exist in the market for in-store signage and point-of-purchase materials. The investments in new equipment and expanded facilities take our in-store platform to the next level, enabling us to become even faster and more efficient, adding value for our clients across the country.”

Tempt is adding a new Inca S50i large-format digital UV flatbed press at its New Berlin, Wis., facility, and a new Inca Q40i large-format digital UV flatbed device to its Southern California operations.

The Inca S50i is extremely fast, capable of producing up to 172 large-format prints per hour. It also delivers graphics up to 63 inches by 123 inches in size, even larger than Tempt’s Inca S70 presses can produce, according to Mike Draver, President of Tempt In-Store Productions.

“The new S50i greatly reinforces our large-format digital UV printing horsepower and offers new options for our retail and brand clients to more efficiently and cost-effectively provide a colorful, customized and satisfying visual experience for their customers,” Draver said. “The new press is a perfect example of Tempt’s passion and commitment to providing our customers with a one-stop resource for innovative in-store marketing solutions. At Tempt we make the visually impossible possible.”

Tempt’s West Coast operation will relocate in September from its present facility in Irvine, Calif., to a building more than twice the size in Huntington Beach, Calif., where the new Inca Q40i will be installed. “We are excited about the opportunities in Southern California created as a result of Quad/Graphics’ acquisition of Vertis, and the strong potential for sales growth in this market,” Draver said. “While the Irvine operation is well-equipped with multiple large-format digital presses and related capabilities, the bottom line is we see an even greater need to support our current and future customers on the West Coast. This newly created facility, combined with the exceptional quality and speed of the Q40i, will enhance our ability to offer a wider array of options for our luxury retail, brand and entertainment customers.”



In addition to the new equipment and a larger West Coast facility, Tempt recently doubled the space devoted to finishing and kit-packing in the Midwest, relocating a portion of its finishing, assembly, kitting and fulfillment operations from its plant in New Berlin, Wis., opened in 2011, to a new facility nearby. “The benefit of the relocation for our customers is we more than double the space we have for our mounting, die-cutting, display construction and kitting operations in the Midwest to support our regional, national and multinational clients,” Draver said.

To learn more about one of the first Inca S50i installations in North America and how this expansion benefits marketers and retailers, watch this short video <http://pixvid.me/tmptpr> featuring Tempt President Mike Draver.

About Tempt

Tempt™ In-Store Productions (www.tempt-ing.com) is a Quad/Graphics company that provides in-store marketing materials and programs for many of the nation’s leading retailers and brand marketers. 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 helps customers create 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.

Forward-Looking Statements

This press release contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, our current expectations about the Company's future results, financial condition, goals, strategies, revenue, earnings, free cash flow, margins, prospects and/or outlook and are indicated by words or phrases such as “anticipate,” “estimate,” “expect,” “project,” “believe” and similar words or phrases. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company's expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control.

The factors that could cause actual results to materially differ include, among others: the impact of significant overcapacity in the highly competitive commercial printing industry, which creates downward pricing pressure and fluctuating demand for printing services; the inability of the Company to reduce costs and improve operating efficiency rapidly enough to meet market conditions; the impact of electronic media and similar technological changes including digital substitution by consumers; the impact of changing future economic conditions; the failure to renew long-term contracts with clients on favorable terms or at all; the failure of clients to perform under long-term contracts due to financial or other reasons or due to client consolidation; the failure to successfully identify, manage, complete and



integrate acquisitions and investments, including the integration of the operations of Vertis Holdings, Inc.; the impact of changes in postal rates, service levels or regulations; the impact of fluctuations in costs and the availability of raw materials; the impact of increased business complexity as a result of the Company's entry into additional markets; the impact of regulatory matters and legislative developments or changes in laws, including changes in privacy and environmental laws; the ability of the Company to make the significant capital expenditures needed to remain technologically and economically competitive; the impact on Quad/Graphics class A common shareholders of a limited active market for Quad/Graphics common stock and the inability to independently elect directors or control decisions due to the class B common stock voting rights; and the other risk factors identified in the Company's most recent Annual Report on Form 10-K, as such may be amended or supplemented by subsequent Quarterly Reports on Form 10-Q or other reports filed with the Securities and Exchange Commission.

Except as required by the federal securities laws, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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