

Tempt In-Store Productions to Bring Extreme Retail to GlobalShop 2014

Retail Marketers Will Experience Visual Solutions Designed to Command Attention and Engage Shoppers

SUSSEX, WI, March 14, 2014 – Tempt In-Store Productions, a Quad/Graphics, Inc., company (NYSE: QUAD), will introduce specialty and national retailers and global brand marketers to extreme in-store marketing ideas at GlobalShop 2014, the world’s largest event for retail design and shopper marketing, March 18-20 in Las Vegas. Tempt’s extreme-sports-themed booth #3631 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 GlobalShop again this year to highlight the breadth of our capabilities that help retail marketers communicate with their in-store shoppers,” said Mike Draver, President of Tempt. “The Tempt booth will showcase innovative visual solutions that command attention in the marketplace. Our emotionally-charged signage, displays and point-of-purchase options are of particular interest to retail marketers looking for new ways to engage shoppers in the store.”

The booth experience is designed to showcase the diversity of unique visual solutions produced by Tempt. Bold, colorful signage featuring unique graphics on a variety of substrates will draw visitors into the booth where they can learn from retail and brand marketing experts about the range of solutions and capabilities available to accommodate any in-store need. The company also will feature free-standing displays created by its structural design team, highlighting Tempt’s ability to bring an idea from initial concept through to final in-store execution.

“It’s important that the shopping environment, including retail signs and displays, pique interest and 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 execution on the path to purchase.”

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, revenue, earnings, free cash flow, margins, objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of the Company and can generally be identified by the use of words or phrases such as “may,” “will,” “expect,” “intend,” “estimate,” “anticipate,” “plan,” “foresee,” “project,” “believe,” “continue,” or the negatives of these terms, variations on them and other similar expressions. 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 Quad/Graphics' 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 risks identified in Quad/Graphics 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, Quad/Graphics undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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 works with retailers and brand marketers to create a destination in-store.

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 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.

Media Contact:

Lori Sansoucie
Quad/Graphics Senior Corporate and Public Relations Strategist
414-566-4838
lori.sansoucie@qg.com

###