

World's Fastest Digital UV Presses Help Tempt In-Store Productions Deliver Customized and Impactful In-Store Shopper Experiences Efficiently

SUSSEX, WI, March 9, 2012 — Tempt In-Store Productions, a Quad/Graphics company (NYSE:QUAD), reports that its recent investments in new digital presses are paying off for a growing list of retail customers. With one of North America's largest installed bases of large-format digital UV flatbed press equipment, Tempt's new 100,000-square-foot facility in New Berlin, Wis., has become a leader in the technology revolution that is changing how retailers market in-store.

"Our new Inca Onset S-70 digital UV press – along with our original S-70 press – give us two of the fastest large-format digital UV presses in the world," said Michael Draver, President of Tempt In-Store Productions. "These presses can produce a 5-foot-by-10-foot image at speeds up to 130 sheets per hour on a wide range of flexible and rigid substrates. We have a growing list of national retail customers who are enjoying the many benefits this technology offers such as greater flexibility, faster turnaround and quality that rivals offset."

Tempt's investment in the Inca presses is complemented by a new, large-format UV offset press, also installed in 2011. This press supports customer needs for more conventional signage and display printing on projects with higher quantities on heavier substrates, including non-paper projects. "There is a clear direction in the industry away from traditional screen printing and Tempt is leading that industry transformation," Draver said. "We also invested in a new HP TJ8550 UV Digital Press, which offers our customers yet another option through a unique 'roll-to-sheet' digital print and integrated cutting system that makes for infinite formatting options up to 65 inches by 144 inches."

Draver explained that Tempt's new digital and offset technology, combined with complete in-house finishing and customized fulfillment services, gives retailers a single-source solution that best meets their increasing demands for ordering and format flexibility, timely distribution and fulfillment, and customized one-of-a-kind solutions. "The new retail supply chain model demands increased speed-to-market, greater customization, lower quantities but with higher frequencies, and much more," Draver said. "Our new digital and offset solutions allow us to deliver consistent, cost-effective and customized solutions for retailers wanting to deliver a more powerful in-store shopper experience."

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 customers to create impactful in-store destinations.

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 inserts and circulars, direct mail, books, directories, and commercial and specialty products, including in-store signage. Headquartered in Sussex, Wis. (just west of Milwaukee), the Company has



approximately 22,500 full-time equivalent employees working from more than 50 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.

Notes Regarding Quad/Graphics Inc. Forward-Looking Statements

To the extent any statements in this press release contain information that is not historical, these statements are forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements relate to, among other things, the objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of Quad/Graphics, Inc. (the "Company" or "Quad/Graphics"), and can generally be identified by the use of words such as "may", "will", "expect", "intend", "estimate", "anticipate", "plan", "foresee", "believe" or "continue" or the negatives of these terms, variations on them and other similar expressions. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances are forward-looking statements.

These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company. These risks, uncertainties and other factors could cause actual results to differ materially from those expressed or implied by those forward-looking statements. Among risks, uncertainties and other factors that may impact Quad/Graphics are those described in Item 1A of the company's most recent Form 10-K and the following: the impact of significant overcapacity in the highly competitive commercial printing industry, which creates downward pricing pressure and fluctuating demand for printing services; the potential 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; the impact of changing future economic conditions; the potential failure to renew long-term contracts with customers, the renewal of those contracts under different terms, or customer nonperformance in accordance with the terms and for the duration of long-term contracts; significant capital expenditures may be needed to maintain the Company's platform and processes and to remain technologically and economically competitive; the impact of fluctuations in costs (including labor-related costs, energy costs, freight rates and raw materials) and the impact of fluctuations in the availability of raw materials; the impact of regulatory matters and legislative developments or changes in laws, including changes in environmental and privacy laws and postal rates, regulations and services; 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; an other than temporary decline in operating results and enterprise value that could lead to non-cash impairment charges due to the impairment of goodwill, other intangible assets and property, plant and equipment; the liabilities of Worldcolor with respect to pension and postretirement benefits could grow in the future and create additional costs; restrictions imposed by various covenants in the Company's debt facilities may affect the Company's ability to operate its business; failure to successfully integrate the operations of Quad/Graphics and Worldcolor; risks associated with the Company's operations outside of the United States; and the inability to retain and attract additional, key employees, or the adverse effects of any strikes or other labor protests.

Quad/Graphics cautions that the foregoing list of risks, uncertainties and other factors is not exhaustive and you should carefully consider the other factors detailed from time to time in Quad/Graphics' filings with the United States Securities and Exchange Commission and other uncertainties and potential events when reviewing the Company's forward-looking statements.



Because forward-looking statements are subject to assumptions and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. You are cautioned not to place undue reliance on such statements, which speak only as of the date of this press release. Except to the extent 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.

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