

Tempt In-Store Productions Named Featured Exhibitor at Upcoming Shopper Marketing Expo

Tempt to debut Actable™ interactive signage that powers in-store multichannel experiences

NEW BERLIN, WI, August 17, 2012 – Tempt In-Store Productions, a Quad/Graphics company (NYSE: QUAD), has been named a Featured Exhibitor at this fall’s [Shopper Marketing Expo](#). The distinction is reserved for only 25 of the more than 150 companies exhibiting at the Chicago trade show October 16-18. The honor signifies that Tempt’s exhibit and offering is a “must see” for attendees looking for the newest game-changing products and services. Tempt will be using the event to debut Quad/Graphics’ Actable™ interactive signage.

Actable interactive signage – featuring image recognition, augmented reality, Near Field Communication (NFC) or traditional QR codes – creates an exciting and engaging multichannel experience in-store for any customer with an app-enabled smartphone. Applications can include product demonstrations, reviews, how-to videos, and in-store coupons and discount offers. Actable interactive signage provides a lower-cost multichannel in-store experience alternative to more expensive electronic kiosks and flat screen displays.

“This Featured Exhibitor honor confirms that Quad/Graphics and Tempt are leading the in-store path-to-purchase revolution,” said Joel Quadracci, Quad/Graphics Chairman, President & CEO. “By bringing signage to life, we enable retailers to interact with shoppers and offer a much more engaging, informative and purchase-activating experience.”

Mike Draver, President of Tempt, says the potential applications of Actable in-store signage are unlimited: “Marketers and retailers are eager to take advantage of the mobile channel because the growth potential is explosive and creative ideas seemingly endless in how and where the technology can be applied in-store. We believe Actable interactive signage will transform the way retailers approach the in-store multichannel experience.”

About Tempt

Tempt In-Store Productions (www.tempt-ing.com) 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 a destination in-store.



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/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 22,000 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.

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