

Tempt In-Store Productions Opens North American Design Center

Expansion Enhances Creative Capabilities for Retailers and Brand Marketers Nationwide

SUSSEX, WI, February 21, 2014 – Tempt In-Store Productions, a Quad/Graphics company (NYSE: QUAD), today announced the expansion of its creative and structural design capabilities with the opening of a North American Design Center. The center, located just west of Milwaukee in Tempt’s New Berlin, Wis., facility, is a place for retailers and brand marketers to experiment with new in-store signage and display options to drive shopper engagement, increase revenue and strengthen brand equity.

The focal point of the North American Design Center is its Retail Lab. Designed to resemble a retail store, the Lab can be used to test creative concepts and evolving technologies such as interactive signage that connect with a variety of media channels, including Web and mobile, to simulate shopper experiences, and help develop and refine effective shopper marketing programs.

“The North American Design Center reinforces our long-standing commitment to help brand marketers differentiate themselves in today’s competitive marketplace,” said Joel Quadracci, Chairman, President & CEO. “This new center provides a place for clients to test ideas before introducing them to shoppers to ensure maximum effectiveness.”

The design center is staffed with a diverse group of creative experts, and features a dedicated prototyping zone with digital printing and state-of-the-art finishing capabilities. Clients can use the Center to have samples created quickly, efficiently and cost-effectively before investing time and money in full production.

“Our retail and brand clients have been looking for a more collaborative creative design process for developing unique and exciting elements that engage shoppers, and our North American Design Center delivers,” explained Mike Draver, President of Tempt. “We are excited to share the latest in display and signage concepts and production and, even more so, how to connect those critical marketing pieces with branded content and offers across multiple media channels.”

The North American Design Center – combined with Quad’s European Design Center – will enhance its ability to better serve national and multi-national brand marketers and retail clients.

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.

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