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## **RR Donnelley Premedia Technologies Enhances Customer Soft-proofing Workflows With ShareStream® 3.1**

### **Latest Release of the SWOP®-certified ShareStream Soft-proofing Tool Equips Customers With Powerful New Document Routing and Comparison Tools**

**CHICAGO – February 14, 2005 – R.R. Donnelley & Sons Company** (NYSE: RRD) today announced ShareStream 3.1, a significant upgrade to its soft-proofing tool designed to drive efficiency and flexibility into the routing and approval of color documents within customer organizations. Available beginning in March as an integrated component of the MediaCompass<sup>SM</sup> suite of online tools from RR Donnelley Premedia Technologies, the new release of ShareStream offers sophisticated and flexible document collaboration, routing and approval workflows in a SWOP-certified color managed environment.

"With the release of ShareStream 3.1, we support an even greater variety of collaboration, routing and approval workflows," said Grant Miller, Senior Vice President of Product Planning and Development for RR Donnelley's Premedia Technologies. "We recognize that no two customer collaboration workflows are the same, so we have equipped them with the tools to build, edit and maintain their workflows in unique and powerful ways."

Among the new capabilities of ShareStream 3.1 is an online workflow builder. Users can build departments, set up users, define viewing rights and assemble sophisticated routing and approval workflows based on their own changing needs. This online tool allows customers to simultaneously support multiple workflows for different projects and easily monitor approval status across the enterprise right from their desktop.

An "ad-hoc" workflow option permits the flexibility of e-mail-style spontaneous routing while retaining the secure, color managed and trackable "single document" workflow enabled by ShareStream. A new upload tool permits users to submit their own content for review and automatically insert it into the proper routing workflow for easier collaboration across geographical boundaries. A dynamic new "document compare" tool enables users to easily see the sometimes subtle changes from one version of a file to the next, and batch-approval tools make it easier to handle groups of related assets all at once.

"This release of ShareStream demonstrates that soft-proofing has grown up," said Mary Lee Schneider, President of RR Donnelley Premedia Technologies. "We demonstrated that accurate color could be viewed online with our landmark SWOP certification in 2003. Now we're showing that even the most sophisticated enterprise routing and approval workflows can be improved by ShareStream. This is just one of many ways we are uniquely equipped to extend our technology into our customer's businesses to help them become more successful and efficient."

As RR Donnelley's comprehensive suite of integrated online asset management, workflow and collaboration tools, MediaCompass includes the following proprietary tools:

- Image Merchant® for digital asset management.
- ShareStream®, for SWOP-certified soft-proofing, document routing and approval
- DemandSelect<sup>SM</sup> for dynamic publishing
- AdSpring® for ad-placement and management workflow
- Photo-flow® and StudioStream® for remote photography approval and proofing tools

**About the SWOP organization**

SWOP, Inc. is a non-profit organization consisting of leading experts from the publications printing industry. SWOP has developed a demanding and recognized certification process to ensure the consistency and quality of printed publications. SWOP representatives check proofing systems submitted for certification and determine the acceptance of the system's visual match to a SWOP certified press proof. SWOP is a registered trademark of SWOP, Inc. For additional information about SWOP, Inc., visit <http://www.swop.org>.

**About RR Donnelley**

RR Donnelley (NYSE: RRD) is the world's premier full-service provider of print and related services, including business process outsourcing. Founded more than 140 years ago, the company provides solutions in commercial printing, direct mail, financial printing, print fulfillment, labels, forms, logistics, call centers, transactional print-and-mail, print management, online services, digital photography, color services, and content and database management to customers in the publishing, healthcare, advertising, retail, technology, financial services and many other industries. The largest companies in the world and others rely on RR Donnelley's scale, scope and insight through a comprehensive range of online tools, variable printing services and market-specific solutions. For more information, visit the company's web site at [www.rrdonnelley.com](http://www.rrdonnelley.com).

**Use of Forward-Looking Statements**

This news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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