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RR Donnelley Premedia Technologies Introduces DigiMagSM Digital Editions

Provides print publishers with an easy and cost-effective method to expand distribution into digital channels

CHICAGO – July 16, 2007 – R.R. Donnelley & Sons Company (NYSE:RRD) today announced the immediate availability of **DigiMagSM 4.0**, a newer, more effective way of repurposing print-oriented material into the online channel.

Not just for magazines

Publishers of all kinds are seeking effective methods for distributing print content across electronic media. **DigiMag** provides a way to convert print-ready content into streamlined, easy-to-use web content that not only retains the familiar look and navigation methods of paper documents, but adds a number of reader-friendly enhancements to add value to the experience.

DigiMag content is created from the same digital files that are delivered for printing, assuring not only a simple workflow for publishers, but a high degree of fidelity to the printed piece. Because Donnelley can provide both print and **DigiMag** services together, publishers enjoy a simple, unified workflow and synchronized delivery of their **DigiMag** content.

DigiMag features a web-based and intuitive page-turning interface that allows non-technical users to easily “leaf” through the digital content in a familiar way. In addition to the familiar presentation, **DigiMag** offers a number of reader aids to enhance the online experience.

“Many existing digital document technologies have become too complicated for the average consumer” said Ronnie Sarkar, SVP of Business Development for Premedia technologies, “**DigiMag** is friendly enough to drive higher adoption rates while still offering valued enhancements for more advanced users. It’s perfect synergy for print publishers.”

New tools for publishers

In addition to the features aimed at end-users, **DigiMag** offers tools for content publishers as well. Donnelley offers the ability to enhance the **DigiMag** content by alerting consumers to hotlinks that take them directly to websites related to the **DigiMag** content as just one way for publishers to enhance their reader’s experience. Catalogers can send users of their **DigiMag** content directly to appropriate locations on their e-commerce websites and magazine publishers can provide links to advertiser’s websites. A full set of access control and reporting tools allow **DigiMag** hosting users to gain complete control over not only who can see their content, but how it is being used. “Publishers have always wanted to know how consumers interact with their printed material” continued Sarkar, “Now we can tell them via the **DigiMag** hosting tracking tools. It can be a real eye-opener.”

More information, along with samples, can be seen on the RR Donnelley Premedia Technologies website at www.premiatechnologies.com/digimag.

About RR Donnelley

RR Donnelley (NYSE:RRD) is the world's premier full-service global print provider and the largest printing company in North America, serving customers in the publishing, healthcare, advertising, retail, technology, financial services, and many other industries. Founded 140 years ago, the company provides solutions in commercial printing, forms and labels, direct mail, financial printing, print fulfillment, business communication outsourcing, logistics, online services, digital photography, and content and database management. 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.

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