



FOR IMMEDIATE RELEASE
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**EFI AND XPEDX ENTER NATIONAL RESELLER AGREEMENT,
EXPAND TECHNOLOGY COLLABORATION FOR PRINTERS**

Companies seek to help U.S. printers increase automation, efficiency

Highlights:

- **xpedx named national distributor of EFI's top MIS systems for small and mid-size printers including PrintSmith, Digital StoreFront and other graphic arts workflow and proofing technologies**
- **Products to be sold through xpedx distribution centers and retail stores across the U.S. as well as xpedx.com**
- **Companies plan to add real-time paper inventory, custom pricing and invoicing capabilities to current functionality which includes integration of xpedx paper catalog and EFI print management systems.**

CHICAGO, Sept. 12, 2009—Electronics For Imaging, Inc. (EFI®) (NASDAQ: EFI) and xpedx®, a division of International Paper® (NYSE: IP) today announced a new agreement under which xpedx will distribute EFI's print management and workflow productivity solutions for commercial and in-plant printers across the U.S. The two companies also have launched a joint technology-sharing initiative that will bring important new procurement and automation tools to printers that use EFI print management software.

xpedx has been named a national distributor for EFI's PrintSmith™ print MIS package; the EFI Digital StoreFront® web-to-print platform, and its suite of graphic arts workflow and proofing solutions. xpedx and EFI are also working to expand paper information now available to printers via EFI's MIS systems to include real-time paper inventory, customer pricing and order management into EFI's print management software.

Best known for its award winning Fiery® controllers, EFI is a world leader in digital imaging and print management solutions for commercial, in-plant and specialty printers worldwide. xpedx is one of North America's largest business-to-business distributors and a top supplier to printers of all sizes in the U.S., Canada and Mexico.

"Print service providers across the U.S. can benefit from our expanded relationship with xpedx," said Frank Mallozzi, senior vice president of worldwide sales and marketing, EFI. "Printers now have a new source for MIS and print productivity tools, and will soon benefit from new procurement tools designed to simplify their supply chain. These tools, which also integrate with EFI Fiery, VUTEk®, Rastek™ and Jetrion® products offer an unparalleled level of integration to the commercial printer."



“This new agreement with EFI enables xpedx to bring important new business and technology solutions to our customers,” said Dennis Killion, director of marketing for graphics at xpedx. “This can help printers meet today’s business goals: increased productivity, greater competitiveness and reduced cost.”

The EFI products will be sold at more than 230 xpedx locations in North America, featured at the xpedx Technology Center in metro Cincinnati and available via xpedx.com. Currently, xpedx is an established reseller of the entire EFI XF portfolio – graphic arts proofing and production solutions which include the Colorproof™ XF, Colorproof Express, Fiery® XF and EFI XFlow brands.

The new agreement, announced today at PRINT 09, calls for xpedx to distribute the following products:

- EFI™ PrintSmith™, a complete MIS system for small commercial print shops, copy centers and print-for-pay companies that automates the entire business process from estimating to invoicing.
- EFI Digital StoreFront®, a web-to-print platform that provides a complete, streamlined workflow from document creation, through the print production environment, to finishing and delivery.

The technology collaboration between xpedx and EFI builds on existing functionality in use today. Currently, users can download the vast xpedx.com catalog to see available papers and descriptions by SKU. Under the new agreement, the two companies are working together to provide stock check web service -- real-time paper availability and customer pricing to users of EFI’s MIS systems.

“This relationship with EFI continues our strategy of integrating with Print MIS systems to provide key operational data to our customers,” said Dave Wallace, director of customer service and eBusiness for xpedx. “This is a significant advance because it gives printers up-to-the-minute insight on one of their most important supplies. Better insight on paper availability and pricing translates to more accurate job bids and more efficient print production.”

About xpedx

xpedx, a business of International Paper, is one of the largest business-to-business distribution companies in North America. xpedx distributes a wide variety of printing papers, graphics, packaging and janitorial-sanitary maintenance supplies and equipment to printers, manufacturers, retailers and high-traffic facilities. For more information visit xpedx.com.

About EFI

EFI (www.efi.com) is a world leader in customer-focused digital printing innovation. EFI’s award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company’s robust product portfolio includes Fiery® digital color print servers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wide-format inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions. EFI maintains 23 offices worldwide.



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Note: xpedx is a registered trademark of International Paper Company. EFI, Fiery, Digital StoreFront, VUTEk and Jetrion are registered trademarks of Electronics For Imaging, Inc. in the U.S. Patent and Trademark Office and/or certain other foreign jurisdictions. Rastek, PrintSmith, Colorproof and Pace are trademarks of Electronics For Imaging, Inc. All other trademarks mentioned in this document are the property of their respective owners.

Nothing herein should be construed as a warranty in addition to the express warranty statements provided with EFI products and services.

This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as “anticipate”, “believe”, “estimate”, “expect”, “consider”, “plan” and similar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For further information regarding risks and uncertainties associated with EFI’s businesses, please refer to the risk factors section in the Company’s SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q.

Neither EFI nor xpedx undertake any obligation to update information contained herein, including forward-looking statements.

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