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**CENVEO LAUNCHES CENVEO COLORSCIENCE,
OFFERING CONSISTENT, END-TO-END COLOR MATCHING AND OUTPUT**

ENGLEWOOD, Colo., August 16, 2004 — A print buyer at an advertising agency that does business with Cenveo™ (NYSE: CVO) reviews a soft proof on a precisely calibrated monitor, tagging corporate logos and other critical areas of color with a simple plug-in. Satisfied with the image, she sends the electronically labeled data to a nearby inkjet printer for a contract proof that records exactly what she wants the output from the printing press to look like.

At the Cenveo plant, meanwhile, the prepress department generates an identical proof from the same stream of data, which is continuously monitored for fidelity to a precise color standard as it moves from checkpoint to checkpoint in the workflow. It doesn't matter whether the agency and the Cenveo plant are thousands of miles apart or whether the file is being sent to more than one Cenveo site. The remotely controlled process, designed to be turnkey and transparent for the end user, is guaranteed to deliver the kind of predictable, repeatable results that make print buyers everywhere smile.

It's a print-buying advantage available only to customers of Cenveo, a leading provider of visual communications in North America. The company today announced the launch of Cenveo ColorScience, an end-to-end process control solution that will enable every plant in the Commercial segment of Cenveo to deliver consistent color from digital file creation to final printed output.

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Cenveo ColorScience is a suite of hardware and software components that will be installed at customer locations and in the Commercial segment's network of production sites, comprising more than 60 high-quality commercial print plants throughout North America. The system's process-control backbone is the TCS (Total Customer Solutions) color standard, a set of tight tolerances that all Cenveo ColorScience output will be required to meet. Centrally administered, the TCS color standard governs every step of the process from monitor calibration and remote inkjet proofing at the customer's location to platemaking and press runs at whatever Cenveo location is printing the job.

Cenveo says that the benefits to the customer include dramatically reduced production cycle times; streamlined quality control for print buying; cost savings from faster makereadies and reduced spoilage; and the peace of mind that comes only from working with measurable parameters that assure the desired result.

According to Steve Williamson, vice president of graphic technology at Cenveo, the solution is unique in the industry and goes far beyond other approaches to color management.

“We have blown away any of the competitive systems,” he says. “Other color management systems have no feedback to prepress or the pressroom. With Cenveo ColorScience, everything is trackable, and color values are repeatable all the way through to the press.”

But, the fact that the system is powerful doesn't mean that it is complicated to use. Williamson describes it as “virtually hands-off for the customer—even for customers who have never made a proof in their lives.”

Cenveo ColorScience automatically tracks and maintains the color consistency of an image file as it moves from the customer's monitor and inkjet proofer to the proofing, plating, and press equipment at the Cenveo plant. The customer starts the process by using an Adobe® Acrobat® plug-in—ColorNotes™, downloadable free from a dedicated web site—to measure digital color values in the original file's image area. The customer can electronically label color-critical elements of the image to create an audit trail that accompanies the file. Having generated a contract-quality inkjet proof on the customer's end, the system then sends the image and its color values to final output at the Cenveo plant.

The controlling software compares the color at each production checkpoint against the TCS color standard. The system closes the color loop by measuring the image area of the press sheet against the color values of the original file as specified by the customer via the ColorNotes plug-in.

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Cenveo ColorScience is the product of a three-year developmental effort with Southwest Software Inc. (SWS), an innovator in calibration and control software for color devices. According to Mike Frost, CEO of SWS, the solution is superior because it holds every reproduction step accountable to mathematical values known collectively as ΔE —measurable deviations that let the system continuously compare the closeness of color to what the contract proof says the customer wants.

“Standards are meaningless unless you monitor and manage tolerances to those standards,” says Frost, noting that Cenveo ColorScience enables the TCS color standard to be obeyed in precisely this way. “The math doesn’t lie. Cenveo ColorScience provides a non-subjective, reliable measurement to the tolerance.” This abolishes guesswork from the reproduction of corporate colors and other tricky elements: “The software looks at every single proof and makes sure that the logo is printed right.”

Customers dealing with multiple Cenveo locations, Frost adds, can quickly and easily see what they are running around the country with an easy-to-use “dashboard” in the software.

The solution, which has been in beta test at a Cenveo customer location for the last six months, is ready or close to ready for full operation at all plants in the Commercial segment. Williamson says that Cenveo expects to set up several customer installations per month through the end of this year; hundreds next year; and a great many more after that. “Once we open the spigot, there will be thousands of candidates.”

Customer locations will be equipped with the Cenveo ColorScience Remote Proofing Station (RPS), which consists of an Epson® Stylus® Pro inkjet proofer, SWS’s ProofCheck Remote software, and supporting components. The system will remotely monitor and adjust each RPS so that customers, according to Williamson, “won’t have to do anything but change the paper and the ink.” A Cenveo ColorScience telephone hotline and the dedicated web site will answer users’ questions and provide other support.

According to Paul Reilly, Cenveo chairman, president and CEO, Cenveo ColorScience is not only a technical breakthrough that helps the company to outdistance the competition—it is an emblem of the company’s entire approach to doing business.

“When we promised our stakeholders that Cenveo would function as one company, we also promised to develop systems that would enable us to standardize operations at all of our locations,” Reilly says. “Cenveo ColorScience is a prime example of how we are putting that idea into practice. One company, one color standard—this time- and cost-saving benefit is available to all of our customers today, whether they are working with just one Cenveo plant or with many. No other print provider has anything like our ability to match contract color this consistently or on such an extensive scale.”

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About Cenvéo

Cenvéo, Inc. (NYSE: CVO), www.cenvéo.com, is one of North America's leading providers of visual communications with one-stop services from design through fulfillment. The company is uniquely positioned to serve both direct customers through its Commercial segment, and distributors and resellers of printed office products through its Quality Park resale segment. The company's broad portfolio of services and products include e-services, envelopes, offset and digital printing, labels, and business documents. Cenvéo currently has approximately 10,000 employees and more than 80 production locations plus five advanced fulfillment and distribution centers throughout North America. In early 2004, Cenvéo was voted second place in the printing and publishing category as Fortune Magazine's Most Admired Companies and ranked number five of the Russell 3000 companies on Corporate Governance Quotients by Institutional Shareholder Services. The company is headquartered in Englewood, Colorado.

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