OBJECTIF LUNE SHAPES THE FUTURE OF DOCUMENTS WITH THE RELEASE OF VERSION 7 OF PLANETPRESS SUITE

The company redefines the underlying concept of variable data printing

Montreal, Quebec– April 15, 2009 – Objectif Lune, a leader in the development and commercialization of variable data documents production software solutions, today announced the release of the seventh generation of PlanetPress Suite. This new version of Objectif Lune's flagship product for transactional and transpromo document creation and processing yields unique and innovative features redefining the underlying concept of variable data printing.

"Objectif Lune has been developing software solutions for the variable data printing and workflow automation industry for the past 15 years. Driven by passion, we strive for innovation and renewed creativity to develop state-of-the art solutions to help customers grow their business," mentions Didier Gombert, CEO of Objectif Lune. "More than ever, we adhere to our valued principles and we are pleased to announce the launch of Version 7 of PlanetPress Suite."

Known for its versatility and robust capabilities, PlanetPress Suite has always had the reputation of being a technical product, oriented towards technical people. The company decided to take a turn for simplification, extending the power and benefits of PlanetPress Suite to businesses of all kinds and sizes. PlanetPress Suite Version 7 now offers the capability not only to use data as input, but also fully composed documents created with any Windows application, with the introduction of a new feature called Document Input. This feature allows users to capture and process fully composed documents in order to enrich and repurpose them. Its unique ability to extract text content from the existing documents allows it to apply business rules to the existing document, whether to add or modify contents, apply finishing options, set distribution and archiving rules or split/concatenate existing jobs. The Document Input can process any PDF file, or any print stream sent to the new Objectif Lune Printer Driver by any Windows application.

Users will be able to quickly and easily enrich existing documents with a barcode, specify variable finishing options based on text found in specific regions of a document, extract addresses for mail automation, add graphics or transpromo messages and replace company logos and information, amongst others.

"We developed this new version with one idea in mind: demystifying the concept of variable data printing for every business, providing them with an innovative method to make the most out of their existing business documents while bringing a solution that is more simple to demonstrate and explain," continues Mr. Gombert. "In times like these, it is important for software developers to create solutions that allow every organization to optimize their business processes and reduce their costs. Finding new applications and re-engineering internal document related processes can have a significant impact on operations. Our new version of PlanetPress Suite will assist our customers in doing just that."

Besides the Document Input feature, Version 7 brings many new enhancements including Vista/Server 2008 support, numerous PDF handling tools as well as a brand new look and feel. From its installation to its core menus, special attention has been put into ensuring that users benefit from an optimized experience, from document design and enrichment to distribution management. Version 7 also comes with a completely revised interface to allow for easier document design and automated process creation.

"This new version of our software suite not only simplifies the use of variable data printing for our customers but also for our hundreds of partners worldwide with the simplification of its demonstration, facilitating the production of proof of concepts, shortening the sales cycle and quote generation process while allowing them to revisit their installed base with new application possibilities," says Mr. Gombert.

A demo version of PlanetPress Suite Version 7 is now available for download on the Objectif Lune web site (www.objectiflune.com) and current customers covered by the maintenance contract will receive their upgrade shortly. For more information, visit Objectif Lune's web site or contact your partner and account manager.

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About Objectif Lune
Objectif Lune develops and commercializes variable data printing solutions for all types of businesses. The company' solutions portfolio includes software for transactional printing and workflow automation, PlanetPress Suite, for promotional

printing, PrintShop Mail and a web submission tool for print shops and internal applications called PrintShop Web amongst others. With 14 offices worldwide, Objectif Lune also offers a full range of professional services including personalized training. Objectif Lune's customers and partners also benefit from the company's team of instructors with complete and tailored training programs to help users leverage the full power of their variable data applications. For more information on Objectif Lune's products and services, visit www.objectiflune.com.

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