

## Océ Printing Systems USA, Inc.

5600 BROKEN SOUND BLVD.

BOCA RATON, FL 33487



### ***PRESS RELEASE***

---

Media Contact: Gretchen DeWeese Kowalczyk  
Océ Printing Systems USA, Inc.—Atlanta  
770-395-3409, email: gdeweese@oceprinting.com

### **Océ Assists The Instant Web Companies With Expanded Personalization Platform For Greater Business Opportunities**

**Boca Raton, FL and Chanhassen, MN (June 11, 2003)** — Océ, a leading provider of production-class printing solutions, and The Instant Web Companies (IWCO), an integrated direct mail services company, today announced the implementation of an Océ digital printing solution as a key part of the strategic expansion of IWCO's personalization platform. The Océ solution will provide IWCO with high-volume, leading-edge printing capabilities that will add distinction to their customers' direct mail campaigns and increase their competitive offering.

As part of its strategy to expand its personalization platform, IWCO has installed several Océ digital print systems, including the Océ VarioStream™ 7650cx Twin. To accommodate IWCO's recent growth in complex personalization programs, the Océ solutions will provide new format capabilities and greater throughput to enable IWCO to produce 100 million personalized direct mail packages monthly in one location. As a result, IWCO has greatly expanded its capacity and revenue potential, while maintaining centralized operations management. Océ flexibility and power help IWCO maintain production-class performance without having to invest in multiple systems and sacrificing valuable floor space.

“The enhancements enabled by Océ solutions increase our ability to personalize communications and provide additional flexibility to our current digital printing platform, which will deliver immediate benefits to customers and IWCO,” said Jim Andersen, IWCO president and CEO. “The implementation of Océ VarioStream technology will strengthen our competitiveness in the marketplace by allowing us to further integrate our Total Package offering with the needs of the marketplace. Océ gives us multiple capabilities within just one system, so we can do more with less while maintaining the highest quality standards and expanding the capabilities and capacity of our vertical offering.”

*continued*

“As a trusted business partner, Océ gives IWCO the tools to build innovation, productivity, and profitability into their workflow,” said Carl Joachim, vice president of marketing for Océ Printing Systems USA, Inc. “We are excited to play a part in IWCO’s innovative growth strategy with solutions that will help them enhance their competitive advantage in the marketplace.”

The Océ digital print solutions comprised of the flagship Océ VarioStream provide IWCO with a shorter time to profit, convergence-ready versatility, built-in scalability, and maximum reliability. With predictable speed, efficient workflow software, and whole-cost advantages, Océ customers like IWCO are ready for whatever opportunities come their way. With Océ, IWCO gains efficiency they can count on and a solution that is future proof. The diehard Océ VarioStream production-class printing system offers the greatest production capacity, adaptability, and lowest operating cost in the industry. Its consistent copy press grade output lets IWCO provide its customers with total quality assurance.

###

**About Océ Printing Systems USA, Inc.:**

Océ Printing Systems USA, Inc. is the leading provider of production-class printing solutions—the trusted business partner that experts count on. Océ hardware, software, and professional and support services deliver the rock solid reliability, application versatility, and cost-effective performance that define production class performance—from the commercial plant and copy facility to the corporate data center and office workplace. Océ’s next-generation family of robust and ready-to-run digital solutions includes convergence-ready VarioStream 7000 continuous forms printers, versatile VarioPrint 5000 cut sheet printing systems, and PRISMA workflow software solutions.

**About Océ:**

Netherlands-based Océ N.V. (NASDAQ: OCENY), with a workforce of more than 22,000 people and 2002 revenues of \$3.2 billion, maintains research and manufacturing centers in the Netherlands, the United States, Germany, France, Belgium, the Czech Republic, and Japan. Océ’s North American headquarters is located in Chicago with major business units in Chicago; New York City; Boca Raton, FL; San Jose, CA; Salt Lake City; and Coventry, RI. North American revenues were \$1.3 billion for fiscal 2002, and employment is currently 9,600. For more information about Océ, visit [www.oceusa.com](http://www.oceusa.com). Outside the U.S., consult [www.oce.com](http://www.oce.com).

**About The Instant Web Companies:**

The Instant Web Companies, headquartered in Chanhassen, MN, has served the needs of North American direct marketers for more than 34 years. IWCO provides integrated direct mail services resulting in streamlined production for all components – printing, plastics, envelope conversion and mailing. IWCO’s industry experience and technology along with proprietary P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs deliver dramatic postage savings and faster time to market.

VarioStream is a trademark of Océ. All other trademarks are the property of their respective owners.