

For immediate release

OBJECTIF LUNE ACQUIRES PRINTSOFT

Objectif Lune becomes the leading provider of comprehensive software solutions for document lifecycle management from entry-level to enterprise-wide applications. With a presence in 50 countries, Objectif Lune and PrintSoft cumulate a total of 50 years of expertise with over 25,000 implementations.

MONTREAL, CANADA and MELBOURNE, AUSTRALIA – June 30, 2011 – Objectif Lune, Australia Post and PrintSoft, today announced they have entered into an agreement under which Objectif Lune will acquire global operations of PrintSoft, effective July 1st, 2011.

Founded in 1993, Objectif Lune offers software solutions that scale across a company's document-driven business processes. A privately owned organization, Objectif Lune's team of passionate people built its success through delivering elegant and practical solutions to answer everyday issues faced by organizations of all sizes.

The integration of PrintSoft further supports our mission to revolutionize management of document-driven business processes, says Objectif Lune's CEO, Didier Gombert. "In line with Objectif Lune's expansion strategy, this acquisition is the sixth over the past eight years. It represents another step towards strengthening the company's global presence while growing its solution portfolio in innovative areas such as hybrid mailing and document management systems. PrintSoft is a well respected player in the industry and we are proud to welcome them in the Objectif Lune family. We are honored to gain prestigious clients such as Australia Post as a result."

Established in 1989 and based in Melbourne Australia, PrintSoft offers enterprise business solutions that help organizations compose, process, deliver, track and store business documents whether in paper or digital. The company's powerful solutions enhance Objectif Lune's portfolio, enabling the automation of business processes for B2B markets including supply chain management, financial services, healthcare and utilities.

"PrintSoft's expertise and capabilities complement the Objectif Lune business, and we are pleased that Objectif Lune intends to preserve and build on the PrintSoft brand into the future. I believe that this is a win/win situation for PrintSoft, Objectif Lune and their respective customers," says Derek Jones, Acting PrintSoft CEO.

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About Printsoft

PrintSoft is a leading global provider of dynamic document composition, automation and output management solutions that enable organizations to streamline processes for business-critical personalized communications. PrintSoft solutions bring additional value to customer correspondence by ensuring it is brand-building, timely, and relevant, with up-to-the-minute approved messaging targeted to the individual recipient. PrintSoft will operate as an independent, wholly owned subsidiary of Objectif Lune and will be based in its current Melbourne, Australia, headquarters. PrintSoft's existing range of products will continue to be supported. For more information, visit www.printsoft.com

About Objectif Lune

With offices in 14 countries, Objectif Lune creates software solutions to help organizations develop, maintain and renew their business by maximizing the value of their documents. Driven by a passion for creativity and innovation, our state-of-the-art solutions portfolio includes software for transactional printing and workflow automation with PlanetPress Suite, and for personalized promotional printing and web-to-print with PrintShop Mail Suite. For more information, visit www.objectiflune.com.

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