

For Immediate Release

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PostNet Locations in North America to Use EFI Digital StoreFront

Award-Winning Web-to-Print Solution Being Deployed in 400+ Centers

Foster City, Calif. – April 7, 2008 – EFI (NASDAQ: EFII), the world leader in customer-focused digital printing innovation, today announced that PostNet, a full service, diversified business center with locations worldwide, will deploy EFI Digital StoreFront™ (DSF) web-to-print solution in more than 400 centers in the United States and Canada.

DSF is EFI's web-to-print platform providing a digital on-ramp for customers to connect with their preferred printer. DSF eases print job specification and file handling for the customer while automating workflow at the printer. With DSF, printers can provide proactive job status via the Web and customers are given better visibility into the production process via online job tracking. PostNet franchises will soon have the ability to create their own storefronts and to receive PDF-ready files from customers.

“As a company, we understand the productivity improvements a web-to-print solution can offer, so we sought out the leader in the marketplace – EFI Digital StoreFront,” said Brian Spindel, president and COO at PostNet. “We’re excited to deploy DSF at our network of North America locations, to enable them to streamline operations, reduce expenses and increase customer satisfaction.”

“In today’s ultra competitive environment, print service providers need to rely on automation to keep costs down and margins up. Digital StoreFront enables this automation to begin at the customer’s desktop, allowing providers like PostNet to successfully extend their services to the Web while streamlining their production workflow,” said Marc Olin, senior vice president/general manager, EFI Advanced Professional Print Software. “PostNet has gone beyond ‘recommending’ DSF to its

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network – they've fully embraced the product, purchasing it for their franchisees benefit. With this kind of smart technology decision, I can understand why they are the fastest-growing company in both the postal and business services and copy and print shop industries.”

PostNet is already an EFI customer, having used Fiery digital color print servers for many years. With more than 15 million users worldwide, Fiery is renowned for its intuitive user experience, consistently precise color, advanced connectivity, and the industry's most open, powerful VDP workflow capability. DSF's workflow integration allows jobs to flow directly from the end user's desktop to the appropriate EFI Fiery-powered output engine in the PostNet center with virtually no job prep or operator intervention.

PostNet centers now join more than 2,500 locations worldwide using DSF. A simple interface allows print customers to submit digital files from their PC or Macintosh computers, view PDF proofs of their documents for immediate review and approval, and easily enter their own job specifications for production and finishing. Once that information is entered, DSF creates a production job ticket and the file is automatically submitted into the print center's workflow, billing systems, print servers and output devices.

EFI makes it easy for printing firms to add web-to-print to their offerings with a wide range of configuration options. Print service providers can also select the application hosting model that best fits their needs, including hosting the application themselves or relying on EFI to supply DSF in a software-as-a-service model hosted in EFI's world-class data center. This offers customers the flexibility to migrate from one hosting model to the other as business needs change. For more information, please contact 1-800-875-7117 or visit www.efi.com.

About PostNet

PostNet International Franchise Corporation offers business and consumer services retail franchises featuring digital copy and document services, printing and finishing services, computer/Internet services and domestic and international shipping, private mailboxes, shipping and packaging supplies, office supplies and more. Now in its fifteenth year, the company has grown to over 900 franchises throughout North America and abroad including Australia, Botswana, Brazil, Canada, Colombia, Ireland, Panama, South Africa and Venezuela. For more information, please visit www.postnet.com.

About EFI

EFI (www.efi.com) is the 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; 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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