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CENVEO CHOOSES E-COMMERCE WORKFLOW AND VDP PLATFORM FROM PRINTABLE TECHNOLOGIES

Printable's OnSite Server Edition to Support Cenveo's 360-Degree, Customer-Focused Initiative

Solana Beach, CA – May 2, 2005 – Printable Technologies, Inc. (Printable), a world leader in e-commerce print workflow and Variable Data Printing (VDP) solutions, today announced that Cenveo™, Inc. (NYSE: CVO), one of North America's leading providers of visual communications with one-stop services from design through fulfillment, has selected the Printable OnSite Server Edition as the company's online customer-facing workflow and VDP solution.

The Printable platform will serve as the unified customer-interchange infrastructure for the entire Cenveo Commercial segment facilities, facilitating customer order entry, print management, on-the-fly VDP customization, proofing, and distribution of all print jobs. The enterprise platform supports Cenveo's strategy to give customers the means to control and order directly from their own library of digitally stored materials. Cenveo customers will be able to conduct "one-stop shopping" from their PCs -- order any type of printed material, any time, from any location in the world, and have it produced at the most cost-effective Cenveo facility.

According to Gary Forget, vice president of technology for Cenveo's Commercial segment, the Printable platform is part of Cenveo's strategic 360-degree customer-focused initiative to support every customer, at every touch point and in every interaction. "On the front end, customers can manage their jobs without leaving their desks. On the back end, we can aggregate custom orders from our entire service region and then print them in groups at our automated production facilities. This optimizes our customers' print-spend while greatly enhancing their convenience."

The platform also enables Cenveo to leverage its significant investment in digital presses, according to Matt Mitchell, vice president and CIO. "With the Printable integrated web-to-print workflow, orders will literally go from customers' desktops to the optimal digital output device, without human intervention. This not only compresses time-to-market for our customers, it also allows them to leverage one-to-one, personalized printing, since our digital presses can customize every print piece, on the fly, with Printable's VDP engine."

"Last year, Cenveo chief executive officer Paul Reilly announced a new strategic initiative of acquiring technology assets and capabilities that would allow Cenveo to differentiate itself from the many traditional printers who also provide quality work," noted Coleman Kane, chief executive officer of Printable. "We're delighted with the company's assessment that the Printable solution will help distinguish Cenveo in an increasingly competitive marketplace."

About Printable Technologies

Printable Technologies is a world leader in providing online Variable Data Printing Solutions to commercial and digital print service providers, ad agencies and direct marketing companies, and the enterprises using their services. Three modules - PrintOne Customer Center, Printable Dashboard, and Printable Manager – comprise the Printable System, delivering real-time

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integrated business communications applications, online ordering and e-commerce, versioned and variable documents, job submission, and file transfer.

Printable solutions easily integrate with ERP solutions such as Ariba, SAP, and Oracle; content management solutions like Documentum; accounting and shop floor management applications such as Prism and Quantum; and major digital production workflows from Hewlett-Packard, Canon, Xerox, NexPress, and more.

Today more than 500 service providers around the world use the Printable VDP and online workflow systems to serve more than 1,300 corporate customers. Improved efficiency for every aspect of the procurement process means printers enjoy higher revenues, new business growth, and better customer retention. For more information, go to www.printable.com.

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 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 includes 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 2004 and 2005, Cenvéo was voted among Fortune Magazine's Most Admired Companies in the printing and publishing category and has consistently earned one of the highest Corporate Governance Quotients by Institutional Shareholder Services. The company is headquartered in Englewood, Colorado.

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