

GreenInnovation announces GreenPrint Xerox Team Up to Help Customers Reduce Wasteful Printing

GreenInnovation Australia today announced GreenPrint Technologies is teaming up with Xerox Corporation (NYSE: XRX) to bundle GreenPrint Enterprise software with Xerox's Phaser 8560 and Phaser 8860 solid ink color printers. With the purchase of a solid ink printer, Xerox customers will have the opportunity to download a full version of GreenPrint Enterprise software at no cost. This effort further promotes the missions of GreenPrint and Xerox to provide environmental and cost-saving benefits to their customers. The collaboration allows Xerox US customers to save over 15,000 trees and 50,000 tons of greenhouse gases annually.

"We see bundling our software with Xerox solid ink printers as an ideal fit in a lot of ways," said GreenPrint CEO Hayden Hamilton. "The solid ink printers have been designed to eliminate the waste associated with toner cartridges, bringing annual waste related to packaging and cartridges down from 157 pounds to 5 pounds per printer. With the inclusion of GreenPrint, their solid ink users can eliminate unnecessary printed pages, reducing the waste and cost associated with printing by an additional 15-20% across the board."

GreenPrint software eliminates waste before printing, saving paper, ink, and millions of trees. It does this by analyzing each page of every document sent to the printer and looking for typical waste characteristics (e.g. pages with just a URL, banner ad, logo, or legal jargon) and then highlighting and removing them. GreenPrint also allows users to remove images from a page with a single click before printing, resulting in significant savings in ink or toner. GreenPrint saves the average user over \$90 and 1,400 wasted pages per year and allows enterprises to quantify the ecological benefits and cost saving benefits that result from using the software.

Marcel Merkus, CEO of GreenInnovation said "the relationship with Xerox is an important step in recognizing how GreenPrint can reduce print cost and the environmental impact of printing. We welcome this as ongoing evidence of the value we can deliver, and look to similar announcements for availability in Australia."

Xerox solid ink printers greatly reduce the waste associated with disposable toner and ink consumables by using solid sticks of non-toxic ink instead of toner or inkjet cartridges. Solid ink prints on a wide range of media and produces 90% less waste than a typical color laser printer.

"Xerox is committed to protecting the environment. The design and minimal packaging used in our solid ink products mean no cartridges to dispose of and far less packaging to add to landfills," said Jim Rise, vice president and general manager, Xerox's Solid Ink Business Unit. "The addition of the GreenPrint software to our solid ink machines is yet another tool to help customers reduce the environmental impact of printing."

The bundle will be offered worldwide with every purchase of a Xerox solid ink device starting November 1st, 2007. The software is available in 14 languages and will include GreenPrint's standard warranty and support package. To access the GreenPrint download, customers will need to enter their Xerox serial number at www.printgreener.com/xerox. To learn more about this Xerox solid ink/GreenPrint offer, please visit: www.xerox.com/greenprint.

About GreenInnovation

GreenInnovation is a leader in the sustainability and CSR technology arena. GreenInnovation provides software and consulting solutions to fulfill three objectives: enhance financial outcomes, have a positive impact on society and reduce the impact of humankind on the planet. GreenInnovation is committed to this triple bottom-line payoff and has forged relationships with local and global organizations to deliver on them.

www.greeninnovation.com.au

Xerox Corporation (NYSE: XRX) is the world's leading document management technology and services enterprise. A \$16 billion company, Xerox provides the document industry's broadest portfolio of offerings. Digital systems include color and black-and-white printing and publishing systems, digital presses and "book factories," multifunction devices, laser and solid ink network printers, copiers and fax machines. For more information please visit www.xerox.com.

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