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DAVID SPENCER TO PRESENT “CAN INKJET COMPETE WITH TONER?”

PRESENTATION AT IMI 2009 TONER CONFERENCE

Melville, NY, 9 April 2009 — Spencer & Associates Publishing, Ltd. is pleased to announce that David Spencer will be speaking about the growing impact of inkjet in market segments normally the domain of toner-based printing. “Can Inkjet Compete with Toner” will be presented at the IMI’s 12th Annual Toner & Toner Chemicals Conference, which will be held on 4-6 May 2009 in Chandler (Phoenix), Arizona.

The IMI conference will be focused on The Future of Toner & Toner Raw Materials. However, with a four decade history of developing and analyzing many different printing technologies, Mr. Spencer observed, “the disruptive potential of inkjet in multiple market segments must be acknowledged. In all three cornerstones of user metrics – print quality, print speed, and cost-per-print – inkjet has made impressive strides and is emerging as a significant competitive technology.” He will draw upon recent testing experience by the *SpencerLab* Digital Color Laboratory to illustrate the competitive issues.

In his presentation, Mr. Spencer will discuss the independent printer comparison process, highlight key market segment products to watch, and offer his opinion on future trends – threats and limitations of ink-based competition to toner.

David Spencer is the president and CEO of Spencer & Associates Publishing, Ltd., and an internationally recognized authority on Color Print Quality and Ink & Toner Yield analyses with its impact on Cost-per-Print. With extensive experience in product development, marketing, and general management, David has been making industry presentations throughout his more than 40-year career, and is called upon to discuss issues ranging from print to entrepreneurship.

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“ **The disruptive potential of inkjet in multiple market segments must be acknowledged.** ”
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– *Spencer & Associates President & CEO*
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ABOUT INFORMATION MANAGEMENT INSTITUTE

Information Management Institute, Inc. is a leading worldwide sponsor of conferences designed to assist the digital printing industry in understanding technology developments, markets and applications requirements. IMI conferences are designed to enable attendees to obtain the latest information while allowing time to network and to meet with the digital printing industry’s leading experts in a time and cost-efficient manner. To learn more about IMI please visit, www.imiconf.com

ABOUT SPENCERLAB DIGITAL COLOR LABORATORY

Celebrating 20 years, Spencer & Associates Publishing, Ltd. has earned an international reputation for expertise in Color Print Quality and Consumable Yield. *SpencerLab* Digital Color Laboratory, its independent test division, is recognized as a leader in unbiased, third-party digital color testing. Leading vendors have relied on *SpencerLab* to provide Print Quality, Cost-per-Print, Throughput Speed, and Usability benchmarking for a variety of printing technologies – inkjet, laser, and many others. *SpencerLab* provides leadership in quantitative and qualitative comparisons – test and evaluation services, compliance certifications, benchmark test software/hardware, and focus group management.