

Agfa Graphics Canada Continues to Boost Sales Force

Agfa Media Relations

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Industry vet Lawrence Robinson joins Agfa Graphics Canada and brings high level experience and additional strength to Agfa's growing sales force

Ridgefield Park, NJ – May 27, 2010 – Agfa Graphics announced today that Lawrence Robinson has joined the company as District Business Manager. Robinson will be responsible for sales management of Agfa's traditional graphic solutions as well as :Dotrix Modular, a wide width industrial web press.

"Lawrence is an experienced sales leader who also has a wealth of practical industry experience," said Ruben Silva, managing director of Agfa Graphics, Canada. "His nearly 30 years of industry insight are valuable assets to Agfa, our customers and partners."

Robinson began his career with Web Offset Publications a publication printer and eventually moved onto Thorn Press Ltd., a commercial printer in Toronto. He has conducted R&D projects with Rock-Tenn, RR Donnelley and Smurfit-Stone. Robinson has also held high level posts at Heidelberg Canada and most recently KBA North America Inc. where he was vice president of sales and marketing.

"I'm very excited to join the Agfa team. Agfa is an innovative company that has produced game-changing technology for the industry, from CtP, chemistry-free thermal plates and now with :Dotrix Modular, Agfa's industrial wide width web press. This unique technology will give packaging converters an advantage in the marketplace. I look forward to helping our customers address business concerns and grow their businesses," Robinson said.

About Agfa Graphics

Agfa Graphics offers integrated prepress solutions to the printing industry. These solutions comprise consumables, hardware, software and services for production workflow, project and color management. Computer-to-film, computer-to-plate and digital proofing systems have earned Agfa Graphics a worldwide leadership position in the

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commercial and package printing and the newspaper publishing markets.

Agfa Graphics is rapidly expanding its offerings in the growing digital inkjet market. Its experience in both imaging and emulsion technology has provided the expertise required for making an assortment of high-quality UV and solvent-based inks. Joint development and manufacturing partnerships with industry leaders expand its technological reach and allow the company to develop comprehensive digital solutions for printing posters, banners, signage, displays, labels and packaging materials.

Additional product and company information can be found on Agfa's home page on the World Wide Web at: www.agfa.com.

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