



Sotheby's Imprint
The Art of Global Print Management

FOR IMMEDIATE RELEASE:

SOTHEBY'S IMPRINT TAPS HEIDELBERG TECHNOLOGY

Sotheby's Imprint Premier Platform to Utilize Heidelberg's Speedmaster XL

BOSTON May 23, 2012 Sotheby's Imprint (SI) today announced an alliance with leading printing press manufacturer Heidelberger Druckmaschinen AG (Heidelberg). The agreement confirms that Sotheby's Imprint *Premier Platform*, a global network of print and distribution suppliers, will exclusively utilize Heidelberg's offset printing technology, supporting unparalleled print management solutions.

Sotheby's Imprint and Heidelberg plan to work together to extend established global print and distribution solutions. "We are extremely proud to associate with one of the world's most respected and admired print category brands," explains Skip Dyer, Sotheby's Imprint executive vice president. "This collaboration signifies a shared vision and an unparalleled global solution."

SI will utilize Heidelberg's Speedmaster XL, the peak performance technology that sets benchmark standards in offset printing with integrated Prinect control systems and reporting capability. Extensive use will be made of Heidelberg's market leading color control systems such as Inpress and Image Control. All Speedmaster XL's provide the highest automation levels to deliver the guaranteed quality required for such a discerning brand.

“Sotheby’s Imprint is in a unique position to influence remarkable change within the print category,” said Harald Weimer, president of Heidelberg USA, Inc. “This agreement combines our strengths to deliver a solution with unrivaled global reach, unique capabilities, and a proven ability to perform.”

About Sotheby’s Imprint:

Sotheby’s Imprint is an emerging leader in global print management solutions. The Boston-based company ensures brand uniformity with its *Premier Platform* of print and distribution suppliers, equipment manufacturers, and consumable suppliers. At its core, Sotheby’s Imprint expects to transform global print management while delivering unparalleled results. For more information, please visit sothebysimprint.com.

About Heidelberg Druckmaschinen AG:

Heidelberg Druckmaschinen AG (Heidelberg) is the world-wide leading provider of solutions and services for the print media industry. The name Heidelberg is internationally associated with leading technology, top quality, and customer focus.

Headquartered in the city of Heidelberg, Germany, with production and development sites in seven countries and around 250 sales and service units in 170 countries, the company serves about 200,000 customers. Heidelberg develops and manufactures in its equipment division precision printing presses, devices for plate imaging and postpress finishing as well as digital inkjet systems for packaging manufacturers. In addition, Heidelberg sells digital printing presses of its partner Ricoh and offers integrated offset and digital solutions.

In financial year 2010/2011, the company had a sales volume of 2.629 billion Euros. As of March 31, 2011, the Heidelberg Group has employed a workforce of 15,282 including 631 trainees and apprentices.

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