



Sotheby's Imprint
The Art of Global Print Management

FOR IMMEDIATE RELEASE:

SOTHEBY'S IMPRINT CONFIRMS ALLIANCE WITH X-RITE/PANTONE

X-Rite/Pantone to Serve as Exclusive Provider to Premier Platform Print Suppliers

BOSTON – June 25, 2012 – Sotheby's Imprint, a leader in global print management solutions, today announced an alliance with Pantone LLC, an X-Rite company and the global authority on color and color standards. The agreement solidifies X-Rite/Pantone's role as an exclusive provider of color management products and color measurement equipment to the Sotheby's Imprint *Premier Platform* print suppliers.

As part of the alliance, *Premier Platform* print suppliers will be required to achieve PANTONE® Certified Printer™ Program requirements. Program certification ensures accurate print color reproduction with consistent and reliable results.

In addition to exclusive PANTONE Color products and X-Rite color measuring technology and equipment, Sotheby's Imprint utilizes a proprietary global color management process that ensures consistency from camera capture through proofing and printing.

"X-Rite/Pantone is the gold standard for corporate color standards and color measuring equipment," said Skip Dyer, Sotheby's Imprint executive vice president. "Combining the PANTONE Certification with our proprietary color management processes ensures unsurpassed brand consistency and quality assurance in print on a global basis."

"Accurate color is a vital component to every project," Buzz Apostol, vice president of sales for the Americas at X-Rite/Pantone, explained. "We expect a strong collaboration with Sotheby's

Imprint, rooted in quality, innovation and inspiration, to bring color consistency to brand owners, printers and converters with this worldwide program."

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 Pantone:

Pantone LLC, a wholly owned subsidiary of X-Rite, Incorporated, has been the world's color authority for nearly 50 years, providing design professionals with products and services for the colorful exploration and expression of creativity. Always a source for color inspiration, Pantone also offers paint and designer-inspired products and services for consumers. More information is available at www.pantone.com.

About X-Rite:

X-Rite is the global leader in color science and technology. The company, which now includes color industry leader Pantone, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

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