



ZINK IMAGING RECEIVES COMPUTERWORLD HORIZON AWARD FOR THEIR ZINK™ Zero Ink™ PRINTING TECHNOLOGY

Panel of independent CIOs recognizes ZINK Imaging for its revolutionary inkless digital printing technology

Waltham, Mass. – August 20, 2007 – ZINK Imaging, the innovators behind the revolutionary ZINK™ Zero Ink™ digital printing technology, today announced that IDG's *Computerworld*, the premier source of IT industry news and analysis, selected ZINK Imaging as a recipient of its third annual *Computerworld* Horizon Awards Program for cutting-edge technologies. The ZINK™ Technology was selected by an independent panel of senior IT executives.

"The *Computerworld* Horizon Awards Program recognizes companies developing innovative, promising technologies which hold the potential to significantly affect enterprises in the near future," said Don Tennant, editor in chief of *Computerworld*. "Our panel of senior IT executives evaluated submissions from leading corporations, universities, and research labs. ZINK Imaging was chosen for its game-changing "ink-free" approach to printing. All of the award winners are demonstrating leadership in IT management and innovation in their industry sectors."

The ZINK™ Technology makes it possible to print and experience full color digital images without the need for ink cartridges or ribbons. This new inkless technology delivers a truly magical experience that not only enables high quality printing in places never before been possible, but is good for the environment and is affordable for everyone. ZINK™ Technology is a catalyst for advanced product development, enabling world-class brands to offer consumers new advantages and even new product categories.

The key is the patented ZINK™ Paper, an advanced composite material with patented yellow, magenta, and cyan dye crystals embedded inside and a protective polymer overcoat outside. Before printing, the embedded dye crystals are colorless so ZINK™ Paper looks like regular white photo paper. A ZINK™ Enabled printer uses heat to activate and colorize these crystals. The printing process is now radically simple. Just add paper™ and print. The results are high quality, long lasting, durable, and affordable images.

"We're delighted to receive this accolade from *Computerworld* as continued acknowledgement of what we consider to be a pretty amazing technological achievement – the ability to print without ink," said Wendy Caswell, President and CEO, ZINK Imaging. "Our innovation makes people smile and say 'Wow!' We look forward to sharing this magic with the world later this year."

The Horizon Award winners are profiled in a special report in the August 20 issue of *Computerworld*.

About ZINK Imaging

ZINK Imaging, Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™ Zero Ink™ products. ZINK Imaging is headquartered in Massachusetts, with a state of the art manufacturing facility in North Carolina. For more information, please visit www.ZINK.com.



About the Horizon Awards

The Computerworld Horizon awards were established in 2005 to inform readers of the most cutting-edge technologies that are "on the horizon" from research labs and private companies. The program is accompanied by a special report in Computerworld magazine and online at <http://www.computerworld.com/horizon>. The feature will look at this year's winning technologies, which include G.Ho.st's Global Hosted Operating System; Cleversafe Inc.'s Dispersed Storage™ Software; Stanford University's EyePoint; Symantec Corporation's Symantec Identity Initiative; ZINK Imaging, Inc.'s ZINK™ Technology; HP's Memory Spot; Northwestern University and NEC Labs America CRAMES: Compressed RAM for Embedded Systems; Eleksen Group plc Wearable Display Module; Linguistic Agents Ltd. Streaming Logic; and The University of Southern California's Streaming Logic.

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning Web site (www.computerworld.com), weekly publication, focused conference series and custom research form the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). In addition, in 2007 Computerworld's editor-in-chief Don Tennant received the prestigious Timothy White Award from American Business Media. Computerworld leads the industry with an online audience of over 2 million unique monthly visitors and a print audience of 1,252,000 readers each week (IntelliQuest CIMS Fall 2006).

About International Data Group (IDG)

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers.

IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

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Contact:
Deanna Clarence



ZINK Imaging
781.386.4702
deanna.clarance@ZINK.com

Jessica Sutera
Lois Paul & Partners for ZINK Imaging
781.782.5789
Jessica_sutera@lpp.com