

Baldwin Technology Company, Inc.

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PRESS RELEASE

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BALDWIN GERMANY APPOINTS NEW MARKETING DIRECTOR

Siegfried Bradl (49) has been appointed as the new marketing director for Baldwin Germany GmbH. Mr Bradl's new position gives him responsibility for all marketing, communications and sales promotion operations of Baldwin Germany in Friedberg/Bavaria (Competence Centre for commercial sheet-fed and web products) as well as Baldwin Oxy-Dry in Egelsbach/Hesse (Competence Centre for brush cleaning).

Siegfried Bradl studied paper production at the Munich University of Applied Science, where he graduated with a degree in engineering. He began his professional career in 1980, switching from the chemicals to the paper industry in 1987. During his many years working with various internationally renowned paper manufacturers, Siegfried Bradl acquired extensive knowledge and experience in the fields of product management, sales promotion, marketing and brand management, while always keeping abreast of the latest innovations and market developments in the printing industry. For the last two years, Mr Bradl has been senior manager with responsibility for intercultural, process-oriented consulting as well as project group development and management for an international, cross-vendor marketing organisation.

"Following the recent takeovers and newly forged alliances, Baldwin is in the process of positioning itself on the market as a system provider offering an extended portfolio of expertise," says Mr Bradl. "This means we not only have to strengthen our relationships with valued OEM partners, we also have to intensify interaction and collaboration with our sheet-fed and web offset printing end customers as well as manufacturers of complementary products - to the benefit of all parties." Siegfried Bradl will pursue these objectives by using his extensive experience to develop and implement suitable marketing and communication programs tuned to Baldwin's global marketing strategy.

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EDITOR'S NOTES

About Baldwin

Baldwin Technology Company, Inc. is a leading international manufacturer of press accessory and controls for the commercial and newspaper printing industries. Baldwin supplies market-leading automated cleaning; dampening and temperature control; drying and curing, and web accessory technologies, products and systems.

With headquarters in Shelton, Connecticut, USA, Baldwin has operations strategically located in the major print markets and distributes its products via a global sales and service infrastructure. Baldwin was established in 1918. Since 1987, Baldwin Technology Company, Inc. has been listed on the American Stock Exchange.

For further information, visit the Baldwin website at: www.baldwintech.com

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Siegfried Bradl, the new marketing director for Baldwin Germany GmbH.