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Baldwin Technology Company Engages Hawk Associates for Investor Relations Services

Shelton, Conn. – October 7, 2008 – Baldwin Technology Company, Inc. (BLD on the NYSE Alternext U.S.), a leader in process automation technology for the global printing and publishing industry, announced today that it has engaged Hawk Associates, Inc. to provide the company with investor relations consulting and media relations services.

Baldwin President and CEO Karl Puehringer said, “We look forward to working with Hawk Associates to help tell the Baldwin story to the investment community. Frank Hawkins and Julie Marshall have a well-established record of success in reaching the institutional and retail financial communities on behalf of their clients. They have been providing comprehensive strategic IR services for nearly 14 years in their roles as trusted advisors. Their expertise and the network of relationships they have developed will be very useful to Baldwin.”

Frank Hawkins, CEO of Hawk Associates, said, “Baldwin is a consistent cash generator with a strong global leadership position and an excellent growth record in a \$1.8 billion market of ancillary equipment for printing presses and the related pressroom consumables. In the past two years, Baldwin has successfully concluded mergers or partnerships with six companies that have played a valuable role in driving new revenue growth and enhancing the company’s product lines and competitive technological advantages. Baldwin operates in 13 countries and markets its products and services through its own sales and service units as well as through a dealer and distributor network around the world. We look forward to helping Baldwin broaden the awareness of the company and its ongoing accomplishments with the financial community.”

Information for investors, including an investment profile about Baldwin is available at <http://www.hawkassociates.com> and <http://www.hawkassociates.com/profile/bld.cfm>. To sign up for free e-mail notifications, visit <http://www.hawkassociates.com/about/alert>

About Baldwin

Baldwin Technology Company, Inc. is a leading international supplier of process automation equipment for the printing and publishing industries. Baldwin offers its customers a broad range of market-leading technologies, products and systems that enhance the quality of printed products and improve the economic and environmental efficiency of printing presses. Headquartered in Shelton, Connecticut, the company has operations strategically located in the major print markets and distributes its products via a global sales and service infrastructure. Baldwin’s technology and products include cleaning systems, fluid management and ink control systems, web press protection systems and drying systems and the related consumables. For more information, visit <http://www.baldwintech.com>

Investors may contact Julie Marshall or Frank Hawkins, Hawk Associates, at (305) 451-1888, e-mail: baldwin@hawkassociates.com.

About Hawk Associates Inc.

Hawk Associates, Inc. is a full-service national investor relations and financial media relations consulting firm serving clients nationwide as well as in China and Vietnam. Online investor kits including press releases, current price quotes, stock charts and other valuable information for investors may be found at <http://www.hawkassociates.com>.

This release contains certain forward-looking statements that involve known and unknown risks, uncertainties or other factors not under the company’s control, which may cause actual results, performance or achievements of the company to be materially different from the results, performance, or other expectations implied by these forward-looking statements. These factors include, but are not limited to, those detailed in the company’s periodic filings with the Securities and Exchange Commission.