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Press Release:

Baldwin Announces \$1.8 Million Order in Japan

Three Newspaper Press Equipment Orders in Past Month Total \$6.6 Million

Shelton, Conn. – October 15, 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 received a \$1.8 million order from Jomo Shimbun, a major Japanese daily newspaper with a circulation of approximately 312,000.

The order includes Baldwin's spray dampening technology, automatic guide roller cleaner, blanket cleaning systems and automatic press washer systems for two new TKS presses being installed in Jomo Shimbun's new Isezaki printing plant in Gunma Prefecture, northwest of Tokyo. The installation is expected to be completed in October 2009.

Baldwin President and CEO Karl Puehringer commented, "This is the third major order in Japan that we have announced since early October for an aggregate value of \$6.6 million. We are pleased that the leading Japanese newspaper companies continue to turn to Baldwin for the technology they need to make their press operations environmentally-friendly while delivering outstanding color and print quality and improving the economies of printing."

Earlier this month, Baldwin announced a \$1.5 million order from Chunichi Shimbun and a \$3.3 million order from Sankei Shimbun.

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.