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PRESS RELEASE

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BALDWIN SECURES \$2.2M IN PRESS EQUIPMENT ORDERS

Baldwin Technology Company, Inc. (NYSE Amex: BLD), a leader in process automation technology for the global printing industry, announced today that it has received \$2.2 million in equipment orders from two Japanese newspaper publishers, Yomiuri Shimbun and Iwate Nichinichi Shimbun.

The Yomiuri Shimbun order includes Baldwin's spray dampening and blanket cleaning systems to be installed on a Mitsubishi printing press at Yomiuri's new facility in Kiba. With a circulation of 10 million newspapers daily, Yomiuri Shimbun is the largest newspaper publisher in the world. Yomiuri Shimbun operates 29 printing facilities, most of which already use Baldwin process automation equipment. Delivery is scheduled for February 2010.

Sendai Kosoku Offset is one of five printing facilities owned and operated by Iwate Nichinichi Shimbun, a newspaper publisher based in Tohoku. The Iwate Nichinichi order includes Baldwin's spray dampening systems, blanket cleaning systems and ink roller cleaning systems. The installation is planned for delivery in October 2010.

Baldwin President and CEO Karl Puehringer commented: "These two orders underscore the demand for Baldwin products, especially in the high-volume Japanese newspaper market characterized by high readership and stable circulation. Japanese newspaper publishers like Yomiuri Shimbun and Iwate Nichinichi continue to incorporate Baldwin products on their presses to improve print quality, increase capacity, reduce environmental impact and improve cost effectiveness."

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EDITOR'S NOTES

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.

In 1987, Baldwin Technology Company, Inc. was listed on the American Stock Exchange; it currently trades on the NYSE Alternext US Exchange.

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

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