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Baldwin Signs Agreement with Q.I. Press Controls for Exclusive Representation in Japan

Shelton, Conn. – July 16, 2009 -- [Baldwin Technology Company, Inc.](#) (NYSE Amex: BLD), a leader in process automation technology for the global printing industry, announced today that it has signed an exclusive agreement with [Q.I. Press Controls](#) to represent the full range of Q.I. press control equipment in the Japanese market. The agreement covers all sectors but will initially focus on the newspaper market.

Q.I. Press Controls Chairman Menno Jansen said, “This deal with Baldwin is unique for Q.I. Press Controls because in other countries around the world, our sales have always been direct, even when there is a local agent. However, Baldwin’s reputation in the industry and its already high standing among Japanese press manufacturers and printers gives us the confidence to hand over all elements of our business in Japan – sales, installation, maintenance, etc. to Baldwin. This approach, where printers are able to deal with one supplier, also suits the Japanese market.

“The new agreement opens a host of exciting possibilities for both companies. Japan is a country that prides itself on extremely high standards of print quality, which makes any equipment that enables greater press automation, such as our closed loop color control system, an ideal investment. With the support of Baldwin’s extensive network of local sales, engineers and technical staff, we are confident that Q.I. Press Controls products will become a more common feature in many Japanese print factories.”

Ichi Imafuku, president of Baldwin Japan, said, “Q.I. Press Controls is a perfect addition to our growing list of partners and presents numerous opportunities for Baldwin in Japan. This agreement represents a significant strategic partnership that should result in major benefits to customers as the drive for greater control of production costs becomes ever more important.”

Baldwin CEO Karl Puehringer said, “Our growing list of alliances is enabling us to steadily expand our global reach making more products and services available to our customers. This is transforming us into a more consequential supplier as it strengthens the Baldwin brand and opens valuable new opportunities for growth. We are constantly examining technologies that can be integrated into our existing sales and marketing channels that for our customers ultimately mean lower equipment costs and even greater productivity levels and savings.”

About Q.I. Press Controls

Q.I. Press Controls provides automatic press control systems for the newspaper, web offset and packaging (web) sectors. These range from color register, cut-off controls and ink density measurement/color controls to fan-out correction facilities and management information/analysis of the press and work being produced. Q.I. Press Controls, which is based in Oosterhout, The Netherlands, will maintain its existing office in Tokyo to provide equipment training for Baldwin employees. For more information see <http://www.qipc.com>

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>

Information for investors, including an investment profile about Baldwin is available at www.hawkassociates.com/profile/bld.cfm. Investors may contact Julie Marshall or Frank Hawkins, Hawk Associates, at (305) 451-1888, e-mail: baldwin@hawkassociates.com. An online investor kit including press releases, current price quotes, stock charts and other valuable information for investors is available at <http://www.hawkassociates.com>.

This release contains certain forward-looking statements which 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.