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Baldwin and PRISCO Extend Marketing and Distribution Alliance

Shelton, Conn., – November 19, 2009 – Baldwin Technology Company, Inc. (NYSE Amex: BLD), a global leader in process automation technology for the printing industry, and Printers' Service Inc. (Prisco) announced today they have signed a new agreement that extends the alliance between the two companies for the next five years.

Baldwin President and CEO Karl Puehringer said, "The symbiotic Baldwin – Prisco relationship has provided Baldwin much broader distribution and has given Prisco an expanded product offering over the last nine years. This has helped both our companies grow our businesses and serve our customers better. The extensive Prisco sales force and their highly trained technical representatives have provided Baldwin direct access to printers that we could not reach. Prisco, in turn, has had access to a significantly expanded array of products with Baldwin's advanced system solutions and consumables. We are very pleased to extend our successful long-standing partnership."

Richard Liroff, Chairman and CEO of Prisco, said, "Our relationship with Baldwin, the recognized leader in innovative, cost-effective and environmentally-friendly products, has enabled Prisco to bring technologically superior solutions to our customers. We are very pleased that Baldwin and Prisco are able to continue our long-term relationship for the benefit of printers in North America."

About Baldwin

Baldwin Technology Company, Inc. is a leading international supplier of process automation equipment and related consumables 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 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. An online investor kit including BLD press releases, current price quotes, stock charts and other valuable information for investors is available at <http://www.hawkassociates.com>.

About PRISCO

Printers' Service is the world's leading manufacturer and distributor of offset pressroom chemistry, blankets, supply items and quality control equipment. Headquartered in Newark, NJ, customers have been able to count on quality products and superior support services from Printers' Service for over 100 years. Prisco product lines include environmentally friendly fountain solutions, solvents, coatings, cleaners and lubricants. The PriscoDigital division offers world class industrial inkjet systems from technology leaders to commercial printers in the US. PriscoTech equipment systems include water management, chemical blending, chemical recycling and waste reduction systems. Printers' Service has eleven locations in the US, Canada and Europe to serve the industry.

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.