

Baldwin Technology Company, Inc.



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PRESS RELEASE

30th November 2009

DONALD GUSTAFSON NAMED PRESIDENT OF BALDWIN GRAPHIC SYSTEMS, INC.

Baldwin Graphic Systems, Inc. ("BGS"), a wholly owned subsidiary of Baldwin Technology Company, Inc, today announced that Donald Gustafson has joined Baldwin Graphic Systems, Inc. as its President effective November 30, 2009.

From 2001 to 2009, Mr. Gustafson was President of the Tensor Group, a privately held company providing custom engineered and manufactured printing solutions to the global printing and graphic arts market. In his capacity as President of Tensor, he directed and managed all sales, marketing and manufacturing business operations and led the company's initiatives to achieve worldwide sales growth. Prior to joining Tensor, Mr. Gustafson spent 17 years with Goss International in sales positions of increasing responsibility, culminating in his being appointed an officer of Goss International responsible for the North and South American printing press markets as the Vice President of Sales for the Americas from 1998 to 2001.

Baldwin Vice President Global Marketing, Sales & Service, Peter Hultberg, stated, "I am very pleased that Baldwin was able to attract such an outstanding candidate from within the printing and graphic arts industry. Don is an exceptionally good fit for Baldwin. I am impressed with Don's leadership skills, his broad industry experience and his extensive contacts with our OEM customers, as well as printers and publishers. I am confident he has the skills and experience to continue to strengthen Baldwin's leadership position in the Americas market."

In his new capacity at BGS, Mr. Gustafson will direct and manage the marketing, sales and service responsibilities for the Americas marketplace and he will have full responsibility for the division's P&L performance. Don will be based at the Company's sales offices in Wood Dale, IL.

END

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 AMEX Exchange.

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

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