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Baldwin CEO Interviewed by SmallCaps.US

Shelton, Conn. – February 16, 2010 -- [Baldwin Technology Company](#), Inc. (NYSE Amex: BLD), a global leader in process automation technology for the printing industry, announced today that SmallCaps.US recently conducted an updated interview with its CEO, Karl Puehringer. In the interview, Mr. Puehringer discussed how Baldwin has successfully navigated the recent global economic contraction and is well-positioned to take advantage of the opportunities available as the print media market develops in the future.

A webcast of the interview is available on the Company's website under Investor Relations at www.baldwintech.com or it can also be accessed directly from SmallCaps.US at <http://smallcaps.us/blog/?p=512>.

About SmallCaps.US

SmallCaps.US is a source of information and recommendations for investors interested in small cap stocks. They highlight solid and honest companies, and focus on fundamentally undervalued NYSE Amex and NASDAQ listed companies with real revenues and earnings and OTCBB stocks with a high potential, innovative product or service.

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>

Additional Information

Information for investors, including an investment profile about Baldwin is available at www.hawkassociates.com/profile/bld.cfm. To receive future releases in e-mail alerts, sign up at <http://www.hawkassociates.com/about/alert>.

Cautionary Statement

The interview referenced herein may contain certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding expected revenue, gross margins, operating income (loss), EBITDA, asset impairments, expectations concerning the reductions of costs, the level of customer demand and the ability of the Company to achieve its stated objectives. Such forward-looking statements involve a number of known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, but are not limited to: the severity and length of the current economic downturn, the impact of the economic downturn on the availability of credit for the Company's customers, the ability of the Company to maintain ongoing compliance with the terms of its amended credit agreement, market acceptance of and demand for the Company's products and resulting revenue, the ability of the Company to successfully expand into new territories, the ability of the Company to meet its stated financial and operational objectives, the Company's dependence on its partners (both

manufacturing and distribution), and other risks and uncertainties detailed in the Company's periodic filings with the Securities and Exchange Commission. The words "looking forward," "looking ahead," "believe(s)," "should," "may," "expect(s)," "anticipate(s)," "project(s)," "likely," "opportunity," and similar expressions, among others, identify forward-looking statements. Listeners are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date the statement was made. The Company undertakes no obligation to update any forward-looking statements contained in the interview which is the subject of this news release.

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