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Baldwin Secures Large Order for Newspaper Press Equipment

Shelton, Conn. – May 10, 2010 -- Baldwin Technology Company, Inc. (NYSE Amex: BLD), a leader in process automation technology for the global printing industry, announced today that it has received an order for the customer Concentra in Belgium through the press manufacturer Koenig & Bauer AG for the retrofitting of a blanket cleaning system valued at close to \$1 million on their KBA Commander presses. The Baldwin system consists of a combination of brush technology cleaning and cloth technology cleaning to be installed as a retrofit at the Concentra facility in Paal-Beringen. Installation is planned to take place during the summer of 2010.

The Company also noted that five months ago, Concentra placed an order for a Baldwin spray dampening system which was recently installed on the same KBA newspaper presses.

Concentra, a multi-media company headquartered in Hasselt, Belgium, operates printing centers in Paal-Beringen, Antwerp and Hasselt with newspaper, commercial web and sheetfed operations.

Peter Hultberg, Vice President—Global Marketing, Sales & Service, of Baldwin, commented, “We are very pleased that we were selected to meet this customer’s needs with our ability to offer them the benefit of our full breadth of products, as evidenced by this first order for a combination of both brush cleaning systems, to clean the blanket cylinders, and our traditional cloth cleaning systems, to clean the impression cylinders, on their KBA newspaper presses. It is clearly one of the advantages of our strategy of growth through alliances and acquisitions that enables us to do so in this instance and we hope to repeat this success elsewhere.”

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>.

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.

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