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Baldwin Wins Additional Retrofit Orders

Shelton, Conn. – May 11, 2010 -- Baldwin Technology Company, Inc. (NYSE Amex: BLD), a leader in process automation technology for the global printing industry, announced today that it received printing equipment orders in March of approximately \$1.1 million from the Japanese newspaper publisher, Kobe Shimbun.

The order calls for spray dampening systems and a water purifier to be installed on an existing Mitsubishi printing press at the Kobe Shimbun, Hanshin plant in June 2010. Kobe Shimbun is a local newspaper in Hyogo Prefecture with a circulation of 570,000 that prints several other newspapers.

Ichiei Imafuku, President of Baldwin Japan Ltd., commented on the order, "There is continued demand for Baldwin's printing press equipment in the Japanese printing market. Japanese newspaper readership is strong, and the need to upgrade existing presses with Baldwin's advanced technologies is evidenced by the number of new printing press accessory orders we have received over the last several months from some of Japan's largest newspaper printers and publishers.

"In fact, this particular customer was so pleased with the results of the Baldwin spray dampening system installed at another facility two years ago, that it has now decided to replace a competitor's dampening system with superior Baldwin equipment in retrofitting its presses at the Hanshin facility. Kobe Shimbun also appreciates the proven results of Baldwin as a printing peripheral equipment supplier and decided to install the Baldwin water purifier, which will save costs and reduce waste," concluded Dr. Imafuku.

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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