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## Baldwin Japan Secures \$1.7 Million Additional Orders

**Shelton, Conn. – July 8, 2010** -- Baldwin Technology Company, Inc. (NYSE Amex: BLD), a leader in process automation technology for the global printing industry, announced today that it received orders in June totaling approximately \$1.7 million from Japanese newspaper publishers.

Two of the three significant orders were for retrofits in established printing plants. Yomiuri Shimbun Osaka ordered Baldwin blanket cleaning systems to replace a competitor's brush cleaning system on an existing TKS press at their Ibaraki Plant for November 2010 delivery. Yomiuri Shimbun is a newspaper publisher with 30 plants throughout Japan and prints 750,000 issues of its daily paper in the Kansai area.

Yamagata Shimbun will replace a competitor's spray dampening system with Baldwin equipment on its Goss NewsLiner presses in February 2011. Yamagata Shimbun is a local newspaper with a circulation of 210,000.

Ichiei Imafuku, President of Baldwin Japan Ltd., commented, "The Japanese newspaper printing market recognizes Baldwin's superior technologies as evidenced by the number of new orders received recently from Japanese newspaper printers."

### 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](http://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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