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## Baldwin Wins Large Newspaper Retrofit Order

**Shelton, Conn. – August 12, 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 valued at over €1 million from Neue Zürcher Zeitung in Switzerland for the retrofitting of a blanket cleaning system on their Wifag press. The Baldwin system consists of cloth cleaning systems to be installed as a retrofit at the NZZ facility in Zurich. Installation is planned to take place by the end of 2010.

NZZ is a major German language newspaper based in Zurich, Switzerland.

Mr. Anton Nussbaumer, Technical Director of NZZ commented, “We have evaluated the running costs of our six-year old existing brush cleaning system and compared it to the costs of the new Baldwin system. We believe the return on our investment will be quite significant, and the performance will be superior.”

Peter Hultberg, Vice President – Global Marketing, Sales & Service, of Baldwin, commented, “There is continued demand for Baldwin’s cleaning equipment to retrofit existing newspaper presses in Europe. We are very pleased that this particular customer has decided to replace a competitor’s cleaning system with superior Baldwin equipment in the press retrofit at its Zurich facility. We are confident that NZZ will see the proven results of Baldwin’s equipment, which will save costs and reduce waste,” concluded Mr. Hultberg.

### 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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