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XMPIE ANNOUNCES RESELLER AGREEMENT WITH WORKFLOWZ

Workflowz to resell XMPie products in the United Kingdom and Ireland

New York, NY, March 31, 2016— XMPie®, a leading provider of personalized communication software for print and digital channels, today announced it has signed a reseller agreement with Workflowz, a technology partner for pre-media software distribution and integration. This agreement enables Workflowz to resell the complete XMPie product line in the United Kingdom and Ireland.

“XMPie is leading the field of personalization and multichannel software and we’re excited to be working together,” said Alan Dixon, CEO of Workflowz. “XMPie technology embraces the print advantages of tactility and longevity with the dynamic and immediacy of digital delivery. Through this reseller agreement, we look forward to offering our customers an immersive and holistic approach for their marketing campaign technology.”

With the deep penetration of Digital technologies and mobile devices in everyday life, PSPs, Marketing Services Providers, and Enterprises all need technology to practice individualized multichannel communications and marketing automation. Moreover, as the Labels and Packaging industry is moving to the digital printing space, the opportunities for item customization and multichannel communications, beyond the label or the package, are tremendous. With this agreement in place, XMPie will be able to reach new market segments, and will allow Workflowz to expand their portfolio of capabilities and add value to their business.

“Workflowz holds a strong position in the UK and Ireland, having well established relationships with a broad range of service providers. By appointing Workflowz in this market we are continuing our commitment to building a global network of partners that can help grow our customer base worldwide,” said Yaron Mohaban, Vice President Sales, EMEA and AP at XMPie. “The combination of XMPie technology with Workflowz expertise will provide an important resource as multichannel communications continue to gain momentum.”

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XMPie® provides powerful, variable data publishing software that unites customer databases and creative content to help print service providers, marketing service firms, and small-to-medium sized businesses and enterprises, leverage customer data and create personalized, multiphase campaigns that use today's communication vehicles including print, web, e-mail, and mobile.

XMPie is headquartered in New York with an R&D center in Israel, and sales, support and professional service operations in the U.S., Europe and Asia Pacific. For more information, visit www.xmpie.com.

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