



PRESS RELEASE FOR IMMEDIATE RELEASE

i-cut, inc. offers consumables and software at ISA 2010

Show specials on knife blades, router bits and software are aimed at promoting icuttools.com.

Lake Geneva, WI (USA), March 16, 2010 – i-cut, Inc., an EskoArtwork OEM business unit, will highlight and offer a wide range of consumables and cutting tools for all popular CNC cutting and routing systems during the ISA International Sign Expo 2010, April 8-10 at booth 2073 in Orlando, FL, booth 2073. To reinforce this effort, during the show i-cut will offer a number of attractive show specials at its stand.

“Our icuttools.com website is the best source for knife blades, router bits and consumables for i-cut digital cutting systems — which as every day progresses consists of more and more of the industry’s most popular systems,” remarks Steve Bennett, EskoArtwork Vice President, Sign & Display Business. “Typical products on inventory include kiss cut, soft die cut, hard die cut and oscillate cut blades, as well as router bits pen plotting, conveyor belts and glue kits. Software solutions include our i-cut software upgrades, and EskoArtwork SignUp and SignUp Auto. New cutting applications are becoming available all the time.”

Reinforcing icuttools.com

The efforts at ISA 2010 are intended to publicize i-cut’s online store, icuttools.com, which helps printers equip themselves with the best possible cutting software and consumables. With more than 15 years’ experience in the sign, display, advertising and packaging markets, i-cut has conducted extensive research into all materials common in these markets, and has created tools specifically for each type of material. The store carries accessories for many of the i-cut enabled cutting machines on the market, as well as consumables for printers’ everyday cutting needs – from blades, router bits and conveyor belts through to i-cut software upgrades.

In addition to product sales, the icuttools.com store offers excellent advice and support. Users can contact the Tool Support Helpline, which takes the guesswork out of cutting speeds for new materials. The Materials Testing Service lets users test their material in i-cut's facility for free. The company tests different tools and speeds before providing users with a detailed report on how it should be cut. Plus, registered users can take advantage of the new Resource Center, which allows them to download software, updates, documentation and guides. Prepaid support is also available to purchase.

"We want commercial printers, digital printers, sign makers and screen printers that digitally finish their products using any of the popular XY cutting tables with *i*-cut technology to know icuttools.com is a one-stop destination for consumables and innovative, control systems from i-cut—to assure that finishing solutions keep up with their digital print counterparts," adds Bennett.

About i-cut, inc. (www.icutvision.com)

i-cut, inc. is an independent business unit developed from EskoArtwork's acquisition of Mikkelsen Graphics Engineering (MGE). The company has the longest track record providing the best possible workflow technology for specialty graphics printing and finishing.

Vision control is necessary with digital finishing systems because all printed materials contain size, rotation and scaling distortions that produce inaccurate digital die cutting, if not corrected. i-cut Vision's patented means of distortion compensation enables digital cutting systems to produce error free results. Using the i-cut family of solutions, operators with limited or no computer skills are able to produce precision-cut graphics after only a few hours of training. Owners and managers can rely on razor sharp reliability and efficiency—without spending time worrying about costly mistakes or missed deadlines.

The industry's leading vision-based finishing/cutting workflow tools, *i*-cut® and *i*-script®, were developed by i-cut, inc. Due to this extensive technology track record, more than 36 of the industry's leading RIP, printer and cutter and router manufacturers team with *i*-cut's software solutions. i-cut Inc. delivers on the benefits of digital finishing technology with its 'design, RIP, print, finish, and deliver' strategy.

i-cut inc. is located in Lake Geneva, Wisconsin with sales offices throughout the United States and overseas.

About EskoArtwork (www.esko.com)

EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing, sign and display finishing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business.

EskoArtwork is the worldwide market leader with pre-production and collaboration software for packaging buyers, designers and manufacturers. The CDI flexo computer-to-plate imagers, Kongsberg short-run converting and signage finishing systems complete the portfolio for the packaging, label, signage and display industries.

The company also provides a range of workflow solutions for the commercial printing and publishing market, as well as the Enfocus suite of PDF tools for graphic designers and print production professionals.

EskoArtwork employs around 900 people worldwide. Its global sales and support organization covers Europe, the Americas, Asia Pacific and Japan, and is completed by a network of distribution partners in more than 40 countries.

EskoArtwork is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in 5 European countries, the United States and in India. The consolidated full year un-audited financials ended for 2009 with revenue of EUR 145.4 million and an EBITDA of EUR 22.9 million.

For more information, visit www.esko.com or contact:

i-cut

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