

PRESS RELEASE

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EFI Launches High Performance Fiery Server Designed for Ricoh Black-and-White Digital Imaging Systems

Ricoh Printers Coupled with Fiery Servers Deliver More than Double the Processing Speed of Earlier Platforms to Dramatically Improve Productivity

Chicago – PRINT 09 – Sept. 13, 2009 – EFI™ (Nasdaq: EFII), a world leader in customer-focused digital printing innovation, and Ricoh Americas Corporation today launched a new high performance Fiery® server for the Ricoh Pro 907EX, Pro 1107EX, and Pro 1357EX Digital Imaging Systems, delivering more than double the performance of previous platforms to greatly improve productivity and increase the profit potential of print providers. This latest technology combination exceeds the rigorous demands of black and white production printing, providing exceptional quality and unmatched throughput. The Fiery server, named EB1357, features the latest variable data printing (VDP) tools, centralized control and management, and seamless workflow integration, allowing print providers to expand their menu of services while getting the best return on their investment through increased performance.

The powerful architecture of the Fiery server shortens turn-around times, enabling print providers to surpass even the highest customer expectations. Greater productivity is achieved with “out of the box” visual workflows that enable operators to more easily set-up jobs. Advanced queue management capacity eliminates bottlenecks and minimizes

downtime, while the RIP-while-Print® technology allows one page to be printed while subsequent pages are processed, resulting in faster job throughput for higher efficiency.

“The Fiery name stands for consistent, professional-quality digital printing and with this launch we’re extending our leadership in the black and white production market,” said John Henze, vice president of marketing, Fiery Division, EFI. “Our latest Fiery server for Ricoh delivers a powerful and flexible platform for managing complex print environments with distributed operations, and with different operator skill levels that are common in the print production arena. The robust features and improved processing speed of this Fiery server, coupled with recent advancements in the Ricoh series of imaging systems, allow users to meet tight deadlines and outstrip high customer expectations.”

Hede Nonaka, executive vice president, Marketing & DSSD, Ricoh Americas Corporation said: “Built upon proven technology, the new Ricoh Pro EX series exhibits high productivity, versatile finishing, and increased durability. We’re once again pleased to have a Fiery server at the helm, ensuring superior image quality, outstanding performance and seamless workflow management.”

The VDP workflow of the Fiery server delivers the most flexible and scalable solution available to the market today, enabling companies to produce complex jobs with ease. The Fiery server interoperates with third party vendors and other EFI solutions, ensuring rapid integration, seamless workflow, and low cost of ownership.

The new Fiery server for Ricoh includes advanced make-ready tools and an intuitive user interface that enable less experienced operators to perform complex document functions efficiently and inexpensively. EFI Impose and EFI Compose software products are also available as options for the Fiery server.

For more information, please visit www.ricoh-usa.com and www.efi.com.

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment and electronics, with fiscal year 2008 sales in excess of \$20 billion.

Ricoh Americas Corporation is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents.

Ricoh Americas Corporation directly or through its network of authorized dealers markets and distributes products in North, Central and South America.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at www.ricoh-usa.com.

About EFI

EFI (www.efi.com) is a world leader in customer-focused digital printing innovation. EFI's award-winning solutions, integrated from creation to print, deliver increased performance, cost savings and productivity. The company's robust product portfolio includes Fiery® digital color print servers; VUTEk® superwide digital inkjet printers, UV and solvent inks; Rastek™ UV wide-format inkjet printers; Jetrion® industrial inkjet printing systems; print production workflow and management information software; and corporate printing solutions. EFI maintains 23 offices worldwide.

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This news release contains forward-looking statements, that are statements other than statements of historical fact including words such as “anticipate”, “believe”, “estimate”, “expect”, “consider”, “plan” and similar, any statements related to strategies or objectives of management for future operations, products, development, performance, any statements of assumptions or underlying any of the foregoing and any statements in the future tense. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially. For further information regarding risks and uncertainties associated with EFI's businesses, please refer to the risk factors section in the Company's SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q.

EFI undertakes no obligation to update information contained herein, including forward-looking statements.