



ZINK Imaging Experiences Continued Success Since Launching at DEMO 07

Waltham, Mass., May 2, 2007 – ZINK Imaging, LLC, today announced that its executives have been invited to participate at a number of upcoming industry events including the Red Herring conference. The company has also secured additional accolades since it unveiled its Zero Ink™ printing technology at DEMO 07 earlier this year.

“We are thrilled with the overwhelming reception that ZINK Imaging has received since our public debut,” said Wendy Caswell, President & CEO of ZINK Imaging. “Our vision for the future of digital printing is to enable printing where it has never before been possible, in the pocket of every camera phone and digital camera user. It is clear that the industry is as excited about the potential of the ZINK™ technology as we at ZINK Imaging are.”

Executive Speaking Engagements

ZINK Imaging’s executive team has been asked to participate at several industry events addressing issues of innovation, technology and leadership. Upcoming engagements include:

- **Red Herring Spring Conference, May 2, Monterey, CA:** President & CEO Wendy Caswell will participate in the “Mobile: Searching for the Next ‘Killer App’” roundtable which will focus on the next big disruption in consumer mobility. For more information, please visit: <http://www.herringevents.com/spring07/index.html>
- **Business 2.0 Disruptors Roundtable, May 3, Cambridge, MA:** Led by *Business 2.0* editor-at large Erick Schonfeld, this invite-only event brings together CEOs, CTOs, VCs and entrepreneurs working on disruptive technologies in a roundtable setting. ZINK Imaging CTO Stephen Herchen will participate in the discussion where he’ll share his experiences with helping to found the disruptive technology behind ZINK™ and the impact it will have on the traditional digital printing landscape.
- **Nantucket Conference on Entrepreneurship & Innovation, May 4, Nantucket, MA:** President & CEO Wendy Caswell will participate in the “Demo Session: New Stuff from New England Start-Ups” at the Nantucket Conference on May 4. This session examines five new products and technologies from New England start-ups and labs. In addition to providing a short demonstration of ZINK Imaging’s Zero-Ink™ printing technology, Wendy will also focus on ZINK Imaging’s company strategies, marketing plans and business model. For more information, please visit: <http://www.nantucketconference.com/agenda.html>
- **Information Management Institute (IMI) 18th Annual Thermal Printing Conference, May 22, Mesa, AZ:** IMI’s 18th Annual Thermal Printing Conference will depart from its traditional format to gain insights into the opportunities and challenges of exploiting world markets and capitalizing on the new and exciting information, communications and media related innovations available today. ZINK Imaging CMO Scott Wicker will participate in the “Digital Photo Printing” session on the second day of the event where he’ll introduce attendees to ZINK™ and the potential impact their Zero Ink™ printing technology will have on the

traditional printing market. For more information, please visit:
<http://imi.maine.com/therm07.html>

Industry Accolades

President & CEO Wendy Caswell was also recently named a New England finalist for the Ernst & Young Entrepreneur Of The Year 2007 award. Caswell was chosen from more than 80 other nominees as a leader of a high-growth organization in the region who exemplifies the Ernst & Young entrepreneurial spirit of innovation and leadership.

ZINK Imaging was also named a "Mobile Maverick" by *LAPTOP Magazine* which recognizes the top five high-tech mobile start-ups with ground-breaking mobile technology products that promise to disrupt the mobile landscape.

About ZINK Imaging, LLC

ZINK Imaging, a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™, Zero INK™, products through the relentless pursuit of inventions and partnerships. A new and simpler approach to printing, ZINK™ shifts the printing paradigm from an ink cartridge or ink ribbon to a totally ink-less system. ZINK Imaging is headquartered in Massachusetts.

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