Summer Release of Pageflex Storefront Brings Acclaim from Early Adopters

CAMBRIDGE, MA — September 20, 2004 — Pageflex (NASDAQ: BITS , www.pageflex.com), the leading provider of Web-to-print technology, today announced the deployment of newly-released Pageflex Storefront at numerous customer sites, bringing acclaim from early adopters as they bring Web-to-print customization sites live in record time with high-quality results for their clients.

Pageflex Storefront, which was announced at drupa, first shipped on June 30, with many ad agencies and print providers having placed orders immediately after seeing the pre-release version. Pageflex Storefront is a new software package from Pageflex that enables quick and easy definition, auto-generation, and management of attractive Web-to-print document customization sites, through an easy-to-use Web-based interface. Included in the package is user, shopping cart and order management, as well as personalization and customization technology.

"Storefront is a robust product and extremely easy to use," commented Aaron Jordan, Director of IT at Direct Mail of Maine (www.thinkdmm.com), one of the early adopters of Storefront. "We acquired Storefront for a particular application, but as soon as we got it in-house it became immediately apparent that we have a wide variety of customer applications we can use it for. Our customers are very excited as well, and our proof-of-concept sites have been so well received that the immediate result has been expanded projects and additional business."

"We are going live with our first Storefront application this month," said Philip Adishian, President of Advanced Marketing Print and Mail (www.ampm2.com). "The ease of deployment with Pageflex Storefront means we can create online document customization sites, streamlining and automating our workflows, without hiring a team of programmers or tying down resources to get it done."

"We're already rolling out nationwide applications, customized to our clients needs," said Rene Salinas, Web Developer at MMi Direct Mail Communications (www.minimailers.com). "And the response from clients to our demos has been amazing. In every meeting, we see their jaws drop when they see what's possible with this technology."

Kevin Despain, President of Rastar Digital Marketing (www.rastardm.com), adds "We've long been intrigued with Pageflex variable data and Web-to-print technology, so when Pageflex Storefront came out, we decided the time was

right. We've never found anything to rival Pageflex flexible template technology and Storefront is hands-down better than any other front-end solution I've seen. With Storefront, we hit the ground running and we're confident that we can achieve the sophisticated results our clients are looking for."

About

Pageflex

Pageflex, a division of Bitstream Inc., (www.pageflex.com) is the pioneer of flexible variable data and web-top publishing technology. Moving beyond desktop publishing, Pageflex Web-top publishing software helps novice users create high-quality printed products using intelligent, flexible templates, without installing or learning any new software. Our products maintain corporate identity and design integrity while enabling sophisticated customization of documents. Pageflex software is used for a wide variety of applications, including on-demand marketing materials, stationery and business cards, advertising, catalogs, and personalized digital printing.

The Pageflex worldwide customer base includes manufacturers, service providers, advertising agencies, commercial printers, graphic design houses, and ASPs. Users of Pageflex technology include Xerox, IBM, Ford, OgilvyOne, EFI, Coldwell Banker, Wunderman, Consolidated Graphics, Valassis, Vertis, Documedia UK, Burrows Ltd. Lexinet, and Spire.

Bitstream

Bitstream Inc. (NASDAQ: BITS) is a software development company that makes communications compelling. Bitstream enables customers worldwide to render high-quality text, browse the Web on wireless devices, select from the largest collection of fonts online, and customize documents over the Internet. Its core competencies include font technology, browsing technology, e-commerce technology, and publishing technology.

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