



September 17, 2009

Dear Customers,

Today we take a dramatic step in marketing our fresh start. Our Company is rebranding itself today as Worldcolor and officially launching our new name and logo.

We embark upon a new chapter full of promise and potential. One of our priorities in the short term is the rebranding of our Company. We do that today with the introduction of our logo. Our legal name will continue to be World Color Press Inc. for certain corporate and legal matters, but we will go to market as Worldcolor.

Worldcolor is more than a name, it is the essence of who we are and what we do. World is a testimony to our determination to lead and expand our business across frontiers. Color is the essence of our business; reaching and touching people with printed and digital images and messaging. We have merged the two words into one to bring new energy, a new-economy feel and a modern edge to the name.

Our brand promise encapsulates our message to customers: "Worldcolor is the partner of choice for reaching your target audience through print and electronic communications."

Our logo is the visual representation of our name and business purpose. The stylized W connotes growth and progression and represents a webpress-like icon evoking our heritage and core competency. The name warrants multiple colors. The blue is part of our heritage and provides visual continuity. The green represents our commitment to sustainability. Finally the style of the logo is bold, demonstrating a solid foundation that is forward-looking and determined.

This change marks a new era in our Company's history: one in which we continue to build on our longstanding commitment to lead, innovate and succeed. As Worldcolor we are repositioned to resume our leadership role in transforming our industry and to meet the changing needs of our customers.

Yours very sincerely,

A handwritten signature in black ink, appearing to read 'Mark Angelson', with a long, sweeping underline.

Mark Angelson
Chairman and CEO
Worldcolor