



April 1, 2008



## Lexmark launches 'Earth Month' in April 2008



**Destruction of the rainforest is the second largest cause of global warming. During Earth Month April 2008, Lexmark makes a contribution to the Rainforest Foundation to help protect 242 hectares of rainforest.**

Lexmark International, the leading developer, manufacturer and supplier of printing solutions, leads a unique environmental campaign in April. During 'Earth Month' April 2008, Lexmark contributes to the Rainforest Foundation UK<sup>i</sup> to help protect 242 hectares of rainforest. The scheme also promotes environmental responsibility to help business users to print less and reduce their impact on the environment.

Earth Month forms part of Lexmark's ongoing commitment to educate users to reduce paper waste. This initiative aims at helping its resellers persuade the end-users to print less - through changing attitudes and printing best practices like double-sided printing. Throughout April, Lexmark offers its reseller channel up to 50% discount on a large range of printers with duplex capabilities<sup>ii</sup>, including:

- Lexmark mono laser printers: E250d, E250dn, E350d and E352dn
- Lexmark colour laser printers: C530dn, C532dn
- and Lexmark colour multifunction printer: X560dn.

Lexmark boosts the impact of the annual Earth Day campaign by extending it to a month timeframe. Earth Day's initiative, which started on April 22, 1970 in the US, is now observed globally and is dedicated to education on Earth protection around the globe and has been supported by Lexmark Europe since 2003. At Lexmark, we believe that protecting the planet is an everyday involvement and a shared responsibility.

"Paper waste has a dramatic impact on the environment - and naturally, our industry must shoulder some of this responsibility," explained Raj Meghani, Head of

Marketing PS&SD at Lexmark. “We take our environmental obligations seriously, and want to help our customers take advantage of effective printing solutions while actually printing less and cutting down on waste.”

She added: “We’re committed to helping the environment through people, products and promoting responsible printing – and our donation to the Rainforest Foundation UK reflects this approach, and proves that our resellers and customers can make a difference too.”

Lexmark’s Earth Month will run from April 1 to April 30 2008 throughout EMEA. Resellers can visit [www.reseller.lexmark.co.uk](http://www.reseller.lexmark.co.uk) for further details.

### **About Lexmark**

Lexmark International, Inc. (NYSE: LXX) provides businesses and consumers in more than 150 countries with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2007, Lexmark reported \$5.0 billion in revenue. Learn how Lexmark can help you get more done at [www.lexmark.com](http://www.lexmark.com).

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<sup>1</sup> Rainforest Foundation 2004-07 (Charity No. 801436)

<sup>1</sup> <http://www.rainforestfoundationuk.org>

<sup>iii</sup> Subject to terms and conditions

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