

GI DIRECT INVESTS IN ADDITIONAL DELPHAX-POWERED SPEED AND QUALITY WITH PURCHASE OF TWO CR2000 DIGITAL WEB PRESSES

MINNEAPOLIS, Jan. 12, 2012—GI Direct, the direct mail production house of one of Europe’s largest direct marketing organizations, has augmented its high-speed digital production capability with the purchase of two CR2000 web presses from Delphax Technologies Inc. (Pink Sheets: DLPX.PK).

Providing a 50 percent increase in speed and higher-quality finished results, the CR2000s will replace two Delphax CR1300 presses at GI Direct’s facility in Leicester, England. GI Direct was one of the early adopters of CR Series equipment, purchasing its first CR1300s in 2003 to produce high quality print and direct mail with extremely fast response times—industry leading production capability that has been significantly extended in the higher-speed CR2000.

The CR Series offers the world’s fastest production speeds for toner-based digital presses—approximately 2,000+ pages a minute in the case of the CR2000. The presses’ digital efficiencies and variable content capabilities make possible the handling of large amounts of data with great accuracy and efficiencies and permit the urgent turnarounds critical to the success of time-sensitive marketing campaigns.

“As the machines are toner-based, they are able to personalize on any substrate from uncoated material to gloss—and over areas of 100 percent solid ink,” said Robin Carruthers, GI Direct manufacturing director. “This gives our customers a huge choice when they are creating their mailing. The new machines will give GI Direct 95 percent up time, reducing waste and improving efficiencies.”

With CR Series’ production, every document can be personalized without compromising the speed, quality or productivity of high-volume print runs.

“We are extremely pleased with the continued endorsement of our CR Series by a leading production company whose confidence in the equipment is based on in-depth experience with its capabilities and reliability over an extended period,” said Dieter P. Schilling, president and chief executive officer. “The CR Series is industrially designed for the handling and production of high volume personalized output and, in turn, satisfies GI Direct’s requirement for delivering high quality product in as short a time as possible.”

Delphax CR Series printers fulfill a wide range of applications, including direct mail products, books and booklets, transactional materials, tickets, packaging inserts and legal and financial documents. The presses use the latest generation electron-beam imaging technology, enabling printing on a wide range of paper stocks with enhanced quality.

About GI Direct

GI Direct is part of the GI Solutions Group, a leading integrated direct marketing and multi-channel customer communications provider, employing 185 highly skilled people and generating sales of £27.3 million in 2010. GI Direct delivers personalized mail and direct marketing communications that stand out on a crowded doormat. Its manufacturing capability encompasses high volume direct mail and one piece

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mailers, targeted variable digital printing and transactional and transpromotional mailings. GI Direct is Carbon Neutral – offsetting the carbon emissions that cannot be reduced – and this works in conjunction with ISO 14001, Forest Stewardship Council (FSC) and Programme for the Endorsement of Forest Certification (PEFC) certifications to demonstrate commitment to making a difference in terms of its impact on the global environment. Additional information is available at www.gi-solutionsgroup.com

About Delphax Technologies Inc.

Delphax Technologies Inc. is a global leader in the design, manufacture and delivery of advanced digital print production systems based on its patented electron-beam imaging (EBI) technology. Delphax digital presses deliver industry-leading throughput for both roll-fed and cut-sheet printing environments. These products are extremely versatile and handle a wide range of substrates from ultra lightweight paper to heavy stock. Delphax provides digital printing solutions to publishers, direct mailers and other printers that require systems capable of supporting a wide range of commercial printing applications. The company also licenses and manufactures EBI technology for OEM partners that create differentiated product solutions for additional markets. There are currently installations using Delphax EBI technology in more than 50 countries worldwide. The company is headquartered in Minneapolis, with subsidiary offices in Canada, the United Kingdom and France. The company's common stock is currently quoted over the counter under the symbol DLPX.PK. Additional information is available on the company's website at www.delphax.com.

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CONTACTS:

Gregory S. Furness
Chief Financial Officer
(952) 939-9000 - gfurness@delphax.com

Sanja Wallace
Director, Product Management
(952) 939-9000 – swallace@delphax.com

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6100 West 110th Street • Bloomington, MN 55438 • Phone: 952.939.9000 • Fax: 952.939.1151 • Website: www.delphax.com