



## Media Information

### Datacolor appoints Niraj Agarwal as Head of Marketing and Product Management

Effective October 1, 2011, and in the context of implementing a functional management structure, Niraj Agarwal (born 1968) will be appointed Vice President of Marketing and Product Management and member of the Group Management. In addition, he will still be responsible for Datacolor's new business development, which he has managed since 2010. Before joining Datacolor, a world leader in the manufacture of soft- and hardware systems for color management, communication and calibration, Mr. Agarwal held various management positions in international companies. Niraj Agarwal holds a doctorate in engineering from the University of Washington.

The implementation of the functional management structure and the ongoing optimization of the organization necessitate the transfer of certain functions from Switzerland to the euro and dollar areas (which account for a large share of Datacolor's sales), as well as to China. Additional staff costs have arisen in fiscal 2010/11 due to the process of streamlining operational procedures. At the same time, the expansion of natural hedging is enabling Datacolor to reduce the impact of foreign exchange rates.

Lucerne, September 30, 2011

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#### For further information

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#### Agenda

November 4, 2011	Publication of Annual Results
November 29, 2011	Annual Media Conference
January 10, 2012	Annual General Meeting of Shareholders 2012

#### About Datacolor

Datacolor is a global leader in the manufacture of color management, color communication and color calibration software and hardware systems. It has an international sales, service and support organization as well as a production center in China. Clients include the apparel and textile industry, the automotive and plastics industries, manufacturers of paints and dyes in the specialty chemicals sector, international cosmetics manufacturers, major food and beverages companies, the printing and packaging industry, global furniture manufacturers, and professional and hobby photographers.