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## **RR DONNELLEY AWARDED NEW MULTI-YEAR CONTRACT BY BRITISH TELECOM**

### **BT To Leverage The Power Of Color TransPromo Bills And Statements To Deliver Enhanced Customer Service**

#### **Agreement Worth Several Hundred Million Dollars**

**CHICAGO – August 12, 2009 – R.R. Donnelley & Sons Company (NASDAQ: RRD)** announced today it has been awarded a multi-year contract worth several hundred million dollars by British Telecom (BT) for the provision of transactional communication services. Operating in more than 170 countries, BT is one of the world's leading providers of communications solutions and services. Its principal activities include networked IT services, local, national and international telecommunications services, and higher value broadband and Internet products and services.

RR Donnelley's solution, to be executed through its Global Document Solutions offering in the United Kingdom, encompasses color TransPromo capabilities, multi-channel delivery and enhanced personalization to help BT maximize the value of its customer communications. The agreement includes data processing, printing, fulfillment and postal optimization for a wide range of customer communications including bills, letters and statements. The solution also draws on InfoCenter, RR Donnelley's web-based Management Information portal, which will provide status updates from receipt of data from BT to delivery to Royal Mail. As part of the agreement, RR Donnelley will also be managing the downstream supply chain, including the physical distribution of BT customer communications to Royal Mail's regional distribution centers.

John Paloian, RR Donnelley's Chief Operating Officer said, "We are very pleased that BT has given us the opportunity to work collaboratively with them to manage their customer communications. This award builds on the existing services we provide to BT and is a testament to the service that our employees have worked to provide to this important client. It demonstrates our ability to deliver innovative solutions and transformational cost savings."

Ian Duerden, Director of Billing BT Retail stated, "Individualized communications are a vital component of our relationship with our customers. We look forward to leveraging RR Donnelley's process management expertise, their comprehensive experience and the considerable investment they are making in new variable color printing capabilities to improve the efficiency and effectiveness of our customer communications. I am sure that they will continue to be a very important provider for BT".

Mike Gordon, Managing Director of RR Donnelley's Global Document Solutions, added, "We are helping BT to significantly reduce costs and also to leverage the power of TransPromo,

particularly through the use of full color printing. This will be delivered through the unique technology platform that we have built precisely to provide these kinds of innovative solutions. We believe that this program will place BT at the vanguard of TransPromotional communications in the UK.”

More information about RR Donnelley Global Document Solutions is available at [www.rrdgs.com](http://www.rrdgs.com).

#### **About RR Donnelley**

RR Donnelley (NASDAQ: RRD) is a global provider of integrated communications. Founded more than 144 years ago, the company works collaboratively with more than 60,000 customers worldwide to develop custom communications solutions that reduce costs, enhance ROI and ensure compliance. Drawing on a range of proprietary and commercially available digital and conventional technologies deployed across four continents, the company employs a suite of leading Internet based capabilities and other resources to provide premedia, printing, logistics and business process outsourcing services to leading clients in virtually every private and public sector.

For more information, and for RR Donnelley's Corporate Social Responsibility Report, visit the company's web site at <http://www.rrdonnelley.com>

#### **Use of Forward-Looking Statements**

This news release may contain "forward-looking statements" as defined in the U.S. Private Securities Litigation Reform Act of 1995. Readers are cautioned not to place undue reliance on these forward-looking statements and any such forward-looking statements are qualified in their entirety by reference to the following cautionary statements. All forward-looking statements speak only as of the date of this news release and are based on current expectations and involve a number of assumptions, risks and uncertainties that could cause the actual results to differ materially from such forward-looking statements. Readers are strongly encouraged to read the full cautionary statements contained in RR Donnelley's filings with the SEC. RR Donnelley disclaims any obligation to update or revise any forward-looking statements.

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