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RR DONNELLEY'S GLOBAL DOCUMENT SOLUTIONS LAUNCHES TRANSPROMO AUDIT TO MAXIMISE IMPACT AND REDUCE COST OF CUSTOMER COMMUNICATIONS

White Paper Outlines Path to Enhanced ROI

LONDON – September 22nd, 2009 – RR Donnelley's Global Document Solutions, a leading provider of outsourcing services for customer communications management announced today the launch of a TransPromo audit to help companies maximise the value of communications that they have with their customers.

As one of the UK's leading suppliers of transactional communications management, RR Donnelley is uniquely positioned to offer TransPromo consultancy and solutions, which both enhance customer communications and lower costs. TransPromo integrates marketing messages into transactional documents in a single communication. This enables companies to increase the effectiveness of their marketing communications as transactional documents such as statements and bills are more likely to be opened and read by the target audience than traditional direct mail.

TransPromo typically includes onserts, which are messages that make use of the available white space on a transactional document, or pageserts, which are separate communication pieces that accompany the statements or bills in the same envelope. Being a trusted medium that is read by 95% of recipients, a transactional document offers the capability of delivering key marketing messages and generating much higher response and retention rates than traditional direct mail. As a result, TransPromo can become an effective part of the communications mix and generate significant savings for Marketing departments.

TransPromo provides an affordable opportunity for companies to market themselves more effectively by turning each transactional mailing into a valuable tool to maximise the return on investment. This is achieved by increasing revenue through cross-selling, up-selling and enhanced, long-term customer relationships. By leveraging colour, graphics and customer data, TransPromo can provide an organisation with the ability to influence customer behaviour and increase production efficiencies and sales.

"In the current tough economic climate the needs of managing budgets more effectively, whilst improving relationships with customers, are critical success factors," comments Peter Swann, Director of Professional Services at RR Donnelley. "Our audit provides a detailed analysis of an organisation's customer communications and helps them to define and implement an effective TransPromo strategy. Indeed some of our clients have already embarked on this journey and they will reap the advantages of being early adopters".

This compelling solution is detailed in a new white paper entitled "TransPromo – Maximising the Value of Customer Communications" which is available free-of-charge via the Reading

Room section on the GDS website (www.rrdgds.com). The white paper discusses the benefits of adopting a TransPromo strategy and provides advice on how to achieve this.

About RR Donnelley

RR Donnelley (NYSE: RRD) is the world's premier full-service provider of print and related services, including business process outsourcing. Founded more than 144 years ago, the company provides products and solutions in commercial printing, direct mail, financial printing, print fulfillment, labels, forms, logistics, call centres, transactional print-and-mail, print management, online services, digital photography, colour services, and content and database management to customers in the publishing, healthcare, advertising, retail, technology, financial services and many other industries. The largest companies in the world and others rely on RR Donnelley's scale, scope and insight through a comprehensive range of online tools, variable printing services and market-specific solutions.

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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