



History

- For nearly 50 years, the PANTONE MATCHING SYSTEM® has been the worldwide color standard
- As colors were added, the arrangement became out of chromatic order, making specific colors more difficult to find
- Workflows and processes evolved
- Increasing demand for multimedia design



Then Came Goe

In 2007, Pantone announced the Goe[™] System to fulfill needs of technologically advancing industry

- 2,058 new colors
- Chromatic arrangement
- New ink bases
- Uniform ink film thicknesses
- Digital tools
- Interactive software





PANTONE MATCHING SYSTEM and Goe

- While many creatives have embraced the benefits of Goe, the PANTONE MATCHING SYSTEM remains our flagship product and the worldwide color communication standard across industries
 - Brand colors rely on the PANTONE MATCHING SYSTEM
 - Customers know and love the PANTONE MATCHING SYSTEM
- Goe complements the PANTONE MATCHING SYSTEM and is a valuable addition to every designer's color reference library
 - Provides more color choices
 - Suitable for aqueous and UV coatings
 - Appropriate for packaging
 - Now more affordable



Introducing PANTONE PLUS

THE PLUS SERIES



PANTONE PLUS

The Next Generation of the PANTONE MATCHING SYSTEM®





Gives designers what they've been asking for:

- More colors
- Chromatic arrangement
- Digital tools
- iPhone[®] applications
- Text-weight, FSC-approved paper stock
- Retains PANTONE MATCHING SYSTEM Color numbers
- Same system they know and love





Gives printers what they want:

- Same 14 base inks as PANTONE MATCHING SYSTEM
- No new equipment or workflows required
- Uniform ink film thicknesses for easy matching of new colors on press
- Same system they know and love



The Complete PANTONE PLUS SERIES

- PANTONE FORMULA GUIDE (Solid Coated and Uncoated)
- PANTONE SOLID CHIPS (Coated and Uncoated)
- PANTONE COLOR BRIDGE® (Coated and Uncoated)
- PANTONE CMYK (Coated and Uncoated)
- PANTONE METALLIC FORMULA GUIDE (Coated)
- PANTONE METALLIC CHIPS (Coated)
- PANTONE PREMIUM METALLICS (Coated)
- PANTONE PREMIUM METALLICS CHIPS (Coated)
- PANTONE PASTELS + NEONS (Coated/Uncoated)
- PANTONE PASTELS + NEONS CHIPS (Coated/Uncoated)
- PANTONE COLOR MANAGER Software
- myPANTONE[™] iPhone application



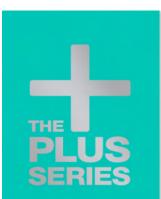


PANTONE PLUS SERIES

FORMULA GUIDE and SOLID CHIPS

- Include 224 new solid colors, 1,341 in total
- Chromatic arrangement
- Formulated with same 14 base inks
- Text-weight, FSC-certified paper stock
- New colors printed with uniform ink film thicknesses for easy matching on press
- Same reference numbers
- New color numbers begin at 7548
- Include index





All guides now include a ColorChecker Lighting Indicator to determine if lighting conditions are suitable for color evaluation.





PANTONE PLUS SERIES

COLOR BRIDGE (Coated or Uncoated)

- 224 new solid colors, chromatic arrangement
- Provides side-by-side comparison of solid color to closest process color match
- Includes sRGB and HTML data for multimedia design
- Now single version suitable for worldwide use
 - Result of extensive R&D
 - Printed within today's ISO specifications and G7[®] processes, with exception of more desirable optically brightened paper
- Additional ColorChecker Primer for digital image color correction

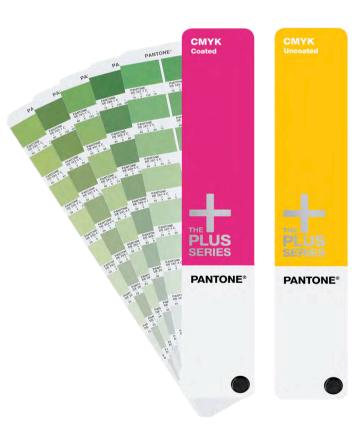




CMYK color guides

- 2,886 CMYK colors
- Smoother transition between colors
- Bio-friendly ISO-certified inks
- Digital workflow
- Single version suitable for worldwide use







PREMIUM METALLICS and PREMIUM METALLICS CHIPS

Provides 300 new, non-leafing, high luster metallics

- Specially formulated for greater brilliance even when coated
- Includes broad range of colored metallics to meet increasing demand







PASTELS + NEONS and PASTELS + NEONS CHIPS

Contain 154 pastels and 56 neons to support increasing demand in sportswear, swimwear and footwear markets







COLOR MANAGER Software

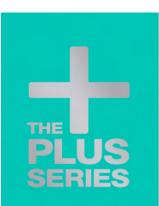
- Updates design applications with new PANTONE PLUS Color Libraries, including Adobe[®] Creative Suite[®], QuarkXPress and more
- Includes feature to convert spot colors to CMYK based on loaded profiles
- Free download with purchase



Adobe Support

"Adobe Creative Suite plays a central role in helping designers realize their artistic visions and Pantone is also crucial to this process, allowing creatives to make and implement critical color decisions. PANTONE PLUS provides Adobe Creative Suite users with expanded color sets and more intuitive selection to help streamline the creative process."

Lea Hickman, senior director, design and Web segment at Adobe



Availability

- The PANTONE PLUS SERIES is available at <u>www.pantone.com</u> and PANTONE resellers worldwide beginning May 10, 2010
 - COLOR BRIDGE and COLOR MANAGER Software available June 14, 2010
- myPANTONE is available at the Apple App Store for €7.99
 - Compatible with iPhone OS 3.0 or higher
 - Works on iPhone or iPod Touch®
 - Automatic update to include
 PANTONE PLUS Libraries June 2010







PANTONE PLUS SERIES and PANTONE Goe

THE PLUS SERIES replaces the PANTONE MATCHING SYSTEM

- Beneficial for designers and printers to use PANTONE PLUS and Goe together
 - Expanded color options
 - Better matches to PANTONE FASHION + HOME
 - Goe more suitable for aqueous and UV coatings and packaging
- Lower Goe pricing makes it a more affordable addition to every designers color reference library



PANTONE PLUS SERIES PRICING

SKU	Product/Bundle Name	SRP
GP1301	FORMULA GUIDE Solid Coated & Solid Uncoated	€109.00
GP1303	SOLID CHIPS Coated & Uncoated	€259.00
GG4003	COLOR BRIDGE® Coated	€129.00
GG4004	COLOR BRIDGE® Uncoated	€129.00
GP4002	COLOR BRIDGE® Coated & Uncoated Set	€209.00
GP4001	CMYK Coated & Uncoated Set	€125.00
GG1304	PASTELS & NEONS Coated & Uncoated	€79.00
GB1304	PASTELS & NEONS CHIPS Coated & Uncoated	€175.00
GG1305	PREMIUM METALLICS Coated	€79.00
GB1305	PREMIUM METALLICS CHIPS Coated	€175.00
GP1302	SOLID Guide Set	€219.00
GP1304	SOLID CHIPS Set	€359,00
GPG001	ESSENTIALS	€329.00
GPG002	ESSENTIALS with EFFECTS	€429.00
GPG003	ESSENTIALS ADVANCE	€349.00
GPC001	REFERENCE LIBRARY	€749.00
GG1207	METALLIC FORMULA GUIDE Coated	€69.00
GB1204	METALLIC CHIPS Coated	€169.00
4RPSC	SOLID CHIPS Coated (4 pack)	€27.00
4RPSU	SOLID CHIPS Uncoated (4 pack)	€27.00
4RPPC	PASTELS & NEONS CHIPS Coated (4 pack)	€27.00
4RPPU	PASTEL & NEONS CHIPS Uncoated (4 pack)	€27,00
4RPMC	METALLIC CHIPS Coated (4 pack)	€27.00
	PANTONE COLOR MANAGER Software	Free download with purchase, €49 value
	myPANTONE PLUS iPhone application -	Automatic upgrade for previous owners, €7.99 for new purchases