



MacDermid Graphics Solutions
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PRESS RELEASE

MACDERMID GRAPHICS SOLUTIONS PARTNERS WITH DIGIMARC

- *Strategic partnership drives the flexographic printing market into the future.*

(Atlanta, GA USA) – July 6, 2020 – MacDermid Graphics Solutions announces a strategic partnership with the Digimarc Corporation (NASDAQ: DMRC) to expand the application of Digimarc for packaging in the global flexographic printing market. MacDermid is delighted to be the first flexographic plate manufacturer to partner with Digimarc.

MacDermid's world-class products and technical support enable printers to deliver the highest print quality to meet the demands of brand owners. MacDermid's vast expertise in flexographic printing, combined with the Digimarc Platform, provides brand owners with increased product traceability throughout the supply chain. Additionally, brands can heighten the consumer's pre-purchase and post-purchase experiences through interactive and dynamic data embedded in the packaging designs.

"MacDermid has a long, rich history of introducing new technology and innovation to the market. Our partnership with Digimarc proves our dedication to advancing flexographic printing and our mission to be one of the most innovative companies driving the industry to new heights," stated Brad Wills, Senior Vice President and Global General Manager of MacDermid Graphics Solutions.

"A key part of Digimarc success is ease of implementation and quality performance within the print supply chain, and a big part of the global printing industry relies on MacDermid printing plates, their supporting technologies and their great team of people. So we are thrilled to have an innovative company like MacDermid, a leading contributor to the packaging value chain, embrace our technology platform and partner with us to continue to bring exciting products to the market," said Scott Wilcox, Vice President of Client Services at Digimarc.

MacDermid Graphics Solutions' sales and technical support teams completed training with Digimarc and are eager to help customers integrate interactive data into all packaging designs. This technology is the future and meets MacDermid's goal to continuously bring solutions and innovations that provide value to the entire supply chain.

About MacDermid Graphics Solutions

MacDermid Graphics Solutions is a global leader in the manufacturing and marketing of photopolymer plates and platemaking systems for the package printing industry. From analog to digital, liquid to sheet, solvent to thermal, MacDermid offers its customers a choice when it comes to selecting the plate processing method that is the best fit for their specific application. MacDermid Graphics Solutions has been leading the way in flat-top dot technology with our award-winning LUX ITP™ Platform and LUX® Lamination. To elevate your print to the next level, count on the flat-top dot technology experts, MacDermid. For more information about MacDermid Graphics Solutions, visit graphics.macdermid.com.

About Digimarc

Digimarc Corporation (NASDAQ: DMRC) is a pioneer in the automatic identification of media, including packaging, other commercial print, digital images, audio and video. The Digimarc Platform provides innovative and comprehensive automatic identification software and services to simplify search and transform information discovery through unparalleled reliability, efficiency and security. The Digimarc Platform enables applications that benefit retailers and consumer brands, national and state

government agencies, media and entertainment industries, and others. Digimarc is based in Beaverton, Oregon with a growing supplier network around the world. Visit digimarc.com and follow us @digimarc to learn more about The Barcode of Everything®.

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