

Press Release
for immediate release

**Electronics for Imaging To Join Executive Board
of Print On Demand Initiative (PODi)**

New PODi Chairman of the Board Elected from EFI

SAN MATEO, Calif. — April 22, 1997 — Electronics for Imaging, Inc. (NASDAQ:EFII), a pioneer and leading supplier of technologies for high-quality digital color printing over computer networks, today joined the Print On Demand Initiative (PODi) as an executive board member. Through PODi, EFI and other leading print on demand vendors seek to grow the industry by educating print creators and buyers about the applications and benefits of print on demand.

“We are very pleased to be joining the Print On Demand Initiative,” said Andrew Borg, EFI’s director of marketing. “As a pioneer in the on demand printing industry we recognize the importance of evangelizing its benefits to potential end users. PODi can play a critical role in expanding the opportunities for all on demand printing vendors. We feel this is a great way to grow the market.”

“It is very exciting to have EFI, a leading supplier of technologies for high-quality digital color printing, join our organization,” said Rab Govil, PODi’s president. “EFI is a key force in the digital printing revolution. By joining our alliance, EFI demonstrates its dedication to educating and growing the on demand market.”

In related news, Andrew Borg, EFI’s director of marketing, was recently elected Chairman of the Board of PODi.

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Formed in April 1996, PODi coordinates a number of activities designed to build awareness of on demand printing, including local and regional seminars, trade show activities, conventions and conferences, research projects, and the creation of “success stories” highlighting the successful implementation of print on demand. PODi also develops reference materials and maintains a web site.

About Electronics for Imaging

Electronics for Imaging, Inc. (EFI) is the industry pioneer and market leader in the development of products and technologies that enable high-quality digital color printing over computer networks. The company's Fiery[®] Color Servers[™] incorporate advanced hardware and software technologies to achieve fast, photographic-quality color output and provide network connectivity for a range of devices, including color copiers from all leading vendors, wide-format plotters and digital presses. Fiery XJe[™] Controllers leverage these same technologies to increase the output speed and improve the print quality of Fiery Driven[®] copiers and desktop color laser printers.

EFI's products are distributed by the company's blue-chip OEM partners — Canon, Digital Equipment Corporation, IBM, Kodak/Danka Office Imaging, Minolta, Océ, Ricoh and Xerox. Fiery Color Servers and Fiery Driven color printers are installed worldwide in leading corporations, advertising agencies, graphic design studios and print-for-pay businesses. Founded in 1989 and headquartered in San Mateo, Calif., the company employs more than 370 people and has 22 worldwide sales offices. Its stock is traded on the NASDAQ national market system under the symbol EFII.

Additional information regarding Electronics for Imaging may be obtained by calling the company directly at (415) 286-8600, or through public sources, including the company's SEC filings. Electronics for Imaging may also be reached on the World Wide Web at <http://www.efi.com>.

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