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NEWS RELEASE

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FOR IMMEDIATE RELEASE

BOWNE LAUNCHES INTERACTIVE VIEWER —PROVIDES PREVIEWS OF SEC XBRL EDGAR FILINGS

*Interactive XBRL Viewer and New Educational Seminars Underscore Bowne's Commitment to Helping
Clients Understand Changes in the Regulatory Landscape*

NEW YORK, NY—February 4, 2008 - Bowne & Co., Inc. (NYSE: [BNE](#)), a leader in shareholder and marketing communications services, today announced the launch of its Interactive XBRL Viewer for regulatory submissions. The first application of its kind to leverage the source code made available by the U.S. Securities and Exchange Commission (SEC), the Viewer makes it possible for any company or fund to review XBRL documents prior to submission.

The web-based Viewer, which is free-to-use and available at www.bowne.com/xbml, allows any user to upload documents for review without needing to first submit them to the SEC EDGAR system. It's also the first application to provide renderings of all risk return mutual fund information that has been submitted to the SEC in XBRL format. The Viewer supports viewing XBRL data based on both the original and new US GAAP XBRL taxonomies, the International Financial Reporting Standards taxonomy, and the ICI risk return mutual fund prospectus taxonomy.

“The data in XBRL documents can be viewed by investors in a variety of ways,” said Walter Hamscher, past Chairman of the XBRL International Steering Committee and current technology consultant on the SEC US GAAP Taxonomy Project. “Companies considering joining the Voluntary Program will benefit from the Viewer because it allows them to verify the tags they've selected for their data prior to submitting their document to the SEC EDGAR system itself.”

In conjunction with the availability of the Viewer, Bowne is launching a series of seminars on XBRL and e-Proxy across the United States and Canada led by Rob Blake, Bowne's Senior Director of Interactive Services and past Project Director for the SEC US GAAP Taxonomy project, and Jonathan Katz, former Secretary of the SEC. The XBRL portion of the sessions will help clients understand XBRL and prepare for using the new US GAAP taxonomies by providing personalized, hands-on exposure to XBRL in general, the new taxonomies and the Interactive XBRL Viewer. Mr. Katz will lead a discussion on Notice and Access and the e-Proxy initiative.

“We're already seeing a significant increase in the number of clients wanting to know more about

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XBRL and e-Proxy,” said Rob Blake. “These seminars ensure our clients are not overwhelmed by these new SEC initiatives and instead learn how to best prepare for their implementation and harness their power.”

Initial seminar dates and locations are as follows:

Atlanta – February 5
Miami – February 6
Dallas – February 15
Houston – February 20
Los Angeles and Orange County – February 27/28
Seattle – February 29
Phoenix/Scottsdale – March 20 (NAREIT Conference)
Bermuda – April 16

To learn more about these seminars, confirm your attendance or check for future seminars, visit: <http://www.bowne.com/about/events.asp>. Additional seminars in Cleveland, Chicago, Detroit, Toronto, Montreal, Calgary and Vancouver will be scheduled soon.

These educational seminars, as well as the introduction of the Interactive XBRL Viewer, underscore Bowne’s commitment to providing thought leadership and guidance to clients and prospective clients. Bowne also hosts a thought leadership portal, Bowne SecuritiesConnect® (<http://www.bowne.com/securitiesconnect>), which includes a library of useful information on issues at the forefront of the shareholder and marketing communications industry, including articles on XBRL and e-Proxy.

About Bowne & Co., Inc.

Bowne & Co., Inc. (NYSE: [BNE](#)) provides financial, marketing and business communications services around the world. Dealmakers rely on Bowne to handle critical transactional communications with speed and accuracy. Compliance professionals turn to Bowne to prepare and file regulatory and shareholder communications online and in print. Marketers look to Bowne to create and distribute customized, one-to-one communications on demand. With 3,200 employees in 60 offices around the globe, Bowne has met the ever-changing demands of its clients for more than 230 years. For more information, please visit www.bowne.com.

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