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## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

**BOWNE TO OFFER COMPREHENSIVE INTERACTIVE DATA SOLUTION IN SUPPORT OF XBRL**  
*Industry Veteran Rob Blake Joins Bowne to Lead Interactive Data Strategy*

**NEW YORK, September 25, 2007** — Bowne & Co., Inc. (NYSE: [BNE](#)), a leading provider of shareholder, financial and marketing communication services, today announced it has named Rob Blake Senior Director, Interactive Services. Mr. Blake joined Bowne today.

At a Securities and Exchange Commission (SEC) press conference today, Chairman Christopher Cox announced next steps leading to a future XBRL<sup>®</sup> (eXtensible Business Reporting Language) ruling. To ensure Bowne's clients are able to respond to and embrace the requirements of the changing regulatory landscape, Mr. Blake will help create a comprehensive Bowne solution that comprises the creation, review and submission of interactive data, including XBRL and XML (eXtensible Markup Language), to the SEC and other government regulators across the world. Mr. Blake will also strengthen Bowne's position as a trusted advisor by spearheading various forms of client education and thought leadership.

"Bowne has been a pioneer in supporting interactive data and continues to demonstrate its commitment to XBRL – both as a service provider and as a participating company," said Erika Craven, Vice President, Strategic Marketing for Bowne Financial Communications. "We're committed to minimizing the impact future mandates will have on our clients, and the addition of Rob to our team goes a long way toward solidifying and expanding those efforts."

The SEC also announced the completion of the U.S. Generally Accepted Accounting Principles (GAAP) Taxonomies, which will be available online for public use December 5, 2007. Mark Bolgiano, President & CEO of XBRL US, commended Mr. Blake for his instrumental role as the project's director, in which he led a team of over 70 people from 20+ companies to develop the new taxonomies.

Mr. Blake is uniquely positioned to bridge the accounting and technology requirements of XBRL for Bowne clients. "I'm thrilled to be joining Bowne during this exciting time for XBRL. Its use for SEC filings revolutionizes the way companies communicate financial information to the market and to the SEC," said Rob Blake. "Our comprehensive XBRL education and solution offering will enable all Bowne clients – large and small – to reap tomorrow's benefits of XBRL today."

One of the most experienced XBRL professionals, Mr. Blake is a founding member of XBRL International, a consortium of over 550 accounting, finance and technology companies around the world formed in 1999 to develop and maintain XBRL. "Rob's deep history with XBRL makes him exceptionally qualified to bring this technology to our clients and help them navigate the nuances of XBRL," added Bill Penders, President, Bowne Financial Communications.

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Bowne's support for XBRL is rooted in its nascent stages. Bowne created and filed the very first XBRL document submitted in the SEC's voluntary interactive data filing program. More recently, Bowne was a member of the Investment Company Institute's XBRL working group responsible for creating the risk/return taxonomy now being used by mutual fund companies such as John Hancock Bond Fund for submitting prospectus information to the SEC in interactive data format.

For more information regarding Bowne's XBRL solutions, please contact Rob Blake at [rob.blake@bowne.com](mailto:rob.blake@bowne.com) or (720) 221-8204; Ed Hodder at [ed.hodder@bowne.com](mailto:ed.hodder@bowne.com) or (216) 928-2417; or your Bowne sales representative.

***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](http://www.bowne.com).*

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