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FOR IMMEDIATE RELEASE

**X-Rite Announces Conference Call for
Fourth Quarter and Fiscal Year 2009 Financial Results**

GRAND RAPIDS, Mich., March 10, 2010 – X-Rite, Incorporated (NASDAQ:XRIT) will hold a conference call to discuss the financial results of the fourth quarter and fiscal year 2009. The call will be held in conjunction with the Company’s earnings release, which will be published before the market opens on March 16, 2010.

- Date:** Tuesday, March 16, 2010
- Time:** 11:00 a.m. ET
- Location:** [X-Rite Investor Relations \(www.xrite.com\)](http://www.xrite.com)
(http://www.xrite.com/company_investor_relations.aspx)
- Co-Hosts:** Thomas J. Vacchiano, Chief Executive Officer
Rajesh K. Shah, Chief Financial Officer

X-Rite invites all interested parties to listen to the live webcast and view the Investor Presentation at the location noted above. If you would like to dial in to the live call, please call 616-803-2203 and the number will be provided. An archive of the call will be available through May 2010.

About X-Rite

X-Rite is the global leader in color science and technology. The Company, which now includes design industry color leader Pantone LLC, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite’s expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com

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