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**FOR IMMEDIATE RELEASE**

**X-Rite to Present at Sidoti & Company 2010 Micro-Cap Conference**

**GRAND RAPIDS, Mich., June 18, 2010** – X-Rite, Incorporated (NASDAQ:XRIT) today announced that Chief Executive Officer Thomas J. Vacchiano will present at the Sidoti & Company, LLC Semiannual Micro-Cap Conference on Friday, June 25, 2010 at 10:00 a.m. EDT at the Grand Hyatt Hotel in New York City. Joining Mr. Vacchiano will be Rajesh K. Shah, Executive Vice President and Chief Financial Officer.

A copy of X-Rite's presentation will be available on June 25 on the Company's website at <http://ir.xrite.com>.

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

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