



News Release

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3D Systems Printers Anchor Dutch Department Store Annual Sales Event

- 3D Printers Come to Consumers at de Bijenkorf -

ROCK HILL, South Carolina, September 29, 2011 – [3D Systems](#) Corporation (NYSE: DDD) announced today its participation in a first ever retail event with The Netherland’s major department store, [de Bijenkorf](#), to merchandize 3D printers and 3D printed content during the stores annual Three Crazy Days sales event September 29th to October 1st, 2011.

For this historic sales event, de Bijenkorf will feature [3D Systems’](#) award winning [RapMan™ 3D printers](#) along with beautiful lamps, jewelry and personal accessories designed and created by our world renowned [Freedom Of Creation](#) designers.

De Bijenkorf plans to attract over 1.2 million visitors to this unique and exciting lifestyle and luxury goods shopping experience through a combination of published catalogues, creative social media campaigns and live demonstrations at nine of its flagship department stores.

“We are honored to partner with De Bijenkorf, Holland’s leading department store chain to participate in this ground breaking retail event,” said Janne Kyttänen, Chief Content Creator, 3D Systems and founder of Freedom Of Creation. “Our Dutch based team will be on hand throughout the event to guide consumers with the selection of their own personal 3D printer and unique Freedom Of Creation™ content for home, hobby and shop use.”

About 3D Systems Corporation

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

More information on the company is available at www.3DSystems.com.

To experience 3D Systems' entire range of 3D content-to-print products and services please visit www.printin3D.com, www.toptobottomdental.com, www.3Dproparts.com, www.quickparts.com, www.alibre.com, www.bitsfrombytes.com, www.The3dStudio.com, www.freedomofcreation.com, blog.3dsystems.com, or via email at moreinfo@3Dsystems.com.

About de Bijenkorf

De Bijenkorf, the leading, premium department store of The Netherlands, has been a strong brand for 140 years. The Three Crazy Days sales event launched in 1984 was an overwhelming success that is repeated each year at the end of September. De Bijenkorf is part of the Selfridges Group Limited and has flagship stores in Amsterdam, Rotterdam and The Hague, hosting high-profile showcases and inspirational events. De Bijenkorf has a passion for customers and makes every visit an experience.

More information is available at www.debijenkorf.nl.