



NEWS RELEASE

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Primera® & BlueStar Announce Worldwide Distribution Agreement

BlueStar now distributes Primera's LX810 Color Label Printer.

PLYMOUTH, MN, USA (May 2, 2006) – Primera Technology, Inc., a leading developer and manufacturer of specialty printing equipment, today announced the appointment of BlueStar as an Authorized Primera Distributor. The agreement covers worldwide distribution of Primera's LX810 Color Label Printer.

"We are pleased to add BlueStar to our highly focused group of Authorized Distributors," said Mark D. Strobel, Primera's Vice President of Sales and Marketing. "The entire BlueStar Group is well-known and respected in both the U.S.A. and abroad and should add considerably to our presence with resellers, VARs, systems integrators and retailers in these markets."

"Primera and the LX810 Color Label Printer are in a class of their own and offer a unique value to the marketplace," said Greg Seelbach, BlueStar's Director of AIDC Technology. "We are excited to be a Primera partner and to offer this unique solution to our VAR partners."

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The LX810 Color Label Printer is an inkjet-based printer designed to print short-run, full-color labels at 4800 dpi print resolution. The LX810 prints full-color photos, text, graphics, illustrations and bar code labels. Printed labels are scratch- and smudge-resistant and virtually waterproof.

Targeted applications include primary product and box labels for cosmetics, specialty and gourmet foods, water and wine bottles, private label products, gift baskets, premium items and more. In addition, a wide variety of retail, office and industrial companies can benefit from the use of on-demand, high-quality color printed labels.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of CD / DVD duplication and printing equipment. Primera also manufactures specialty printers for other industries such as label printing.

More information about Primera, its history and products, is available on the Internet at www.primeralabel.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primeralabel.com. In Europe and Scandinavia, contact Primera EUROPE in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primeraeurope.de.

About BlueStar

With its international headquarters in Florence, KY, BlueStar is the leading solutions-based distributor of barcoding, card printing, data collection, point-of-sale, RFID and mobile computing products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. BlueStar brings unequaled expertise to the market, offers award winning technical support and is an authorized service center for a growing number of manufacturers.

More information about BlueStar, call (800) 354-9776 x3254, e-mail dsoult@bluestarinc.com or direct your browser to www.bluestarinc.com. In Canada, contact BlueStar Canada at (514) 344-0004 or sales@bluestar.ca. In Mexico and Latin America, contact BlueStar Latin America at (305) 470-6208 or tsalinas@bluestarinc.com.

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