

NEWS RELEASE

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Primera Announces Enhancements to CX1200 Digital Label Press

New features make operation and workflow easier and faster.

PLYMOUTH, MN, USA (July 23, 2009) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced it has released a number of hardware and software enhancements to its CX1200 Digital Label Press.

CX1200 was first introduced in March 2009. It has quickly become the best-selling digital label press in its category with installations in over a dozen countries including the USA, Germany, England, France, Belgium, Italy, Australia, Czech Republic and Russia.

Most notable among the changes is a new rewind/tensioning system. Utilizing Primera's exclusive IntelliTorque™ technology, the rewind mechanism automatically applies just the right amount of tension as the printed roll increases in diameter. The new enhancements virtually guarantee perfect rewinds on every roll when using approved media.

Improvements have also been made to software and firmware, including Primera's new RichBlack™ print optimization feature. RichBlack produces deep, highly saturated black printing on labels, delivering stunning contrasts against other colors.

"During the past three months we took an in-depth look at how our customers were utilizing their CX1200 Digital Label Presses. Based on their input and suggestions, we have optimized many key features of the press. It's now easier than ever to operate the press and produce gorgeous full-color labels – even if you've never used a digital label press before," said Mark D. Strobel, Primera's vice president of sales and marketing.

The CX1200 Color Label Press delivers short-run, full-color digital label printing at a breakthrough price of just US\$18,995 (MSRP, USA and Canada). Utilizing one of the

fastest and highest-resolution color laser engines available, CX1200 delivers the quality, speed and flexibility of digital presses costing many times more.

Existing CX1200 units in the field are being updated with all new enhancements at no additional cost.

Primera will be demonstrating CX1200 at the Print '09 trade show which runs from September 11-16, 2009 at Chicago's McCormick Place Convention Center.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty printers and CD/DVD/BD duplication and printing equipment.

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@primera.com.

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