

NEWS RELEASE

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Primera Announces CX1200 Color Label Press

New digital label press offers industry-leading performance at a breakthrough price.

PLYMOUTH, MN, USA (December 10, 2008) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced its new CX1200 Color Label Press.

The CX1200 Color Label Press delivers short-run, full-color digital label printing at the breakthrough price of just US\$14,995 (MSRP) in the 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.

CX1200 is the perfect solution for service bureaus and a broad range of manufacturers who need to print from just a few labels to tens of thousands of labels at a time. Digital label printing has many advantages versus other printing technologies, including the elimination of plates, set-up, make-ready and clean-up. With a digital press, simply import the images, apply a step-and-repeat with the included software, key in a quantity and press “Enter” on the keyboard.

Key features of CX1200 include:

- 12" (305mm) unwind/rewind – print up to 1250' (381m) by 8.5" (216mm) wide per run
- Up to 2400 dpi print resolution – for smoother gradations, sharper text and graphics
- Up to 27 feet (8.23m) per minute print speed – the fastest in its class
- Extra high-yield toner cartridges – rated for 15,000 pages*

“Until now, a digital press with these capabilities could cost hundreds of thousands of dollars,” said Mark D. Strobel, Primera’s vice president of sales and marketing.

“CX1200, priced at under \$15,000, brings an entirely new level of price, performance and profits to short-run digital label printing.”

Primera's PTPrint™ 2.0 RIP Software for Windows XP/Vista® is included. This powerful yet easy-to-use software application is used to import label designs, prepare them for printing, and apply color management tools.

A wide variety of substrates can be printed on CX1200, including matte, semi-gloss and glossy laser plain papers, white and clear polyesters and PVC. Large 12" (305mm) maximum diameter input and output rolls maximize efficiency. The built-in electronic tensioning control system, a first for a digital press in this category, delivers perfectly-wound output rolls that are ready for off-line finishing.

CX1200 shipments are scheduled to begin in February 2009, although pre-orders are being accepted immediately. The product is available factory-direct in the USA and Canada and from Primera's Authorized Partners in over 85 countries.

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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*Average continuous black or continuous composite CMY declared cartridge yield up to this number of standard pages in accordance with ISO/IEC 19798.

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