

NEWS RELEASE

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For release on or after June 9, 2009

Primera Announces DX850 Label Dispenser

New tabletop device quickly and easily peels and presents labels from rolls

PLYMOUTH, MN, USA (June 9, 2009) – Primera Technology, Inc., one of the world's leading manufacturer of specialty printers, today announced its new **DX850 Label Dispenser**.

The DX850 Label Dispenser is a compact, tabletop device that automatically peels and presents self-adhesive labels one at a time. It replaces manual label peeling, making production lines faster and more efficient.

The built-in precision micro-switch detects when a label has been removed. The next label is then quickly and automatically fed forward, ready to remove. This allows labels to be applied much more quickly than manually peeling labels off of a roll. A built-in LED display counts up or down, indicating how many labels you've applied or how many you have left.

DX850 is made in the USA of heavy-duty, powder-coated sheet metal and machined steel. It is also one of the few label dispensers available with UL, UL-C, CE listings, FCC approval and RoHS compliance.

"DX850 helps make the labeling process much smoother," said Mark D. Strobel, Primera's vice president of sales and marketing. "It quickly pays for itself by increasing efficiency, eliminating waste and increasing operator productivity."

DX850 is the perfect size and speed for a wide range of small to medium-sized businesses. Labels up to 8.25" (210mm) can be used. Virtually any label can be dispensed, including those printed by flexographic and offset presses and inkjet, thermal and thermal transfer printers.

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DX850 is priced at US\$895 (MSRP), and is available from Primera's resellers and distributors 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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