

NEWS RELEASE

For more information:

Kellie Garber (Media only)

Primera Technology, Inc.

Phone: (763) 475-6676, Ext. 239

FAX: (763) 475-6677

E-mail: kgarber@primera.com

WWW: www.primera.com

Sales Info: (800) 797-2772

For Release on or after April 21, 2010

Primera Announces FX1200 Digital Label Finishing System

New digital label finishing system sets new industry standard for price and performance.

PLYMOUTH, MN, USA (April 21, 2010) – Primera Technology, Inc., a leading manufacturer of digital color label presses and color label printers, today announced its new FX1200 Digital Label Finishing System.

FX1200 is an off-line label production machine that accepts up to 12" (305mm) O.D. rolls of printed output from digital label presses such as Primera's CX1200 Digital Color Label Press. It "finishes" the printed output with several different operations including:

- **Lamination** – with clear polypropylene (PP) or polyester (PET) films for increased durability and UV resistance
- **Digital die-cutting** – in any size or shape
- **Waste matrix removal** – making finished rolls ready for use
- **Slitting** – for making multiple narrow rolls from the wider input roll
- **Rewinding** – onto multiple 3" (76mm) O.D. cores

Utilizing Primera's patent-pending QuadraCut™ technology, virtually any size and shape of label can be produced including complicated contour cuts, without the need to purchase expensive rotary or flat dies. Up to four cutting blades can be installed at one time to quadruple the speed compared to competitive machines that use only a single blade.

"After introducing our ground-breaking CX1200 Digital Color Label Press last year we discovered that the few existing finishing systems available were not fast enough, not reliable enough and not easy enough to use. So, we built our own," said Mark D. Strobel, Primera's vice president of sales and marketing. "The result is FX1200. There's nothing else that compares to it for even four or five times the price."

FX1200 ships fully assembled. It includes everything needed to begin finishing labels. All operation is controlled through an integrated touch screen PC. Cutting files can easily be

-- more --

imported through 10/100/Gigabit Ethernet, a wireless 802.11 b/g network or USB thumb drives.

“Although FX1200 is ideal for finishing digital output created by a wide range of digital presses, it’s the perfect companion to Primera’s CX1200 Digital Color Label Press,” said Mr. Strobel. “Together, CX1200 and FX1200 sell for less than \$50,000. That’s a ‘game-changer.’ Capabilities like this used to cost hundreds of thousands of dollars.”

FX1200 is the industry’s first and only digital label finishing system to be UL listed, CE certified and FCC Class A approved, reflecting Primera’s dedication to the highest-quality design, engineering and manufacturing.

Pricing and Availability

FX1200 sells for \$29,995 (MSRP) and is available factory-direct in the USA and Canada. Primera’s full range of label presses, finishing systems and applicators are also available from Authorized Primera Distributors in more than 85 countries.

Complete product details are available at www.primeralabel.com. Follow Primera on Facebook at www.facebook.com/primeratech and on Twitter at www.twitter.com/primeratech.

A video showing the FX1200 in operation can be found at www.primeralabel.com/fx.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of CD/DVD/BD duplication and specialty printing equipment. Its products are sold in over 85 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and its label printer and accessory products is available on the Internet at www.primeralabel.com, www.primera.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.

In Europe and Scandinavia, contact Primera Europe GmbH in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primera.eu. In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at sales@primera-ap.com.

Notes to Editors: Primera is a registered trademark and QuadraCut is a trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies.

###