NEWS RELEASE

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Primera Announces FX400 Foil Imprinting System

Automatically applies shiny gold and silver and clear film to inkjet printed labels.

PLYMOUTH, MN, USA (January 19, 2009) — Primera Technology, Inc., a leading manufacturer of specialty printers, today announced its new FX400 Foil Imprinting System.

FX400, an optional accessory to Primera's LX-Series Color Label Printers, works in-line to apply shiny gold and silver borders, fonts and other graphics to inkjet-printed labels. The effect is virtually identical to traditional metallic hot-stamp technology, adding brilliant, shiny highlights to labels. Since the process is 100% digital, there are no set-up charges. Virtually any design imaginable can be printed.

"Adding shiny gold and silver graphics to your labels dramatically increases your visibility on the retail shelf," said Mark D. Strobel, Primera's vice president of sales and marketing. "Getting noticed almost always means more sales. This makes it easy to cost-justify adding an FX400 to your in-house label printing capabilities."

Products that can benefit from shiny metallic borders and graphics include wine, specialty and fancy foods, high-end gift items and much more.

Clear film for FX400 is also available. When printed onto inkjet-printed labels, it not only adds a professional, glossy finish but also makes labels virtually waterproof. Additionally, the clear film adds UV resistance to printed output, allowing longer exposure to natural and artificial light sources.

Primera's exclusive PTFoil™ Software is included with FX400. The software makes it fast and easy to combine two different graphics – one for inkjet printing and the other for foil imprinting – on the same label.

Also included in the system is a powder-coated metal stand for holding the LX-Series inkjet printer and the FX400 imprinter. The stand keeps both units perfectly aligned during production and allows a "loose loop" between the two printers.

The FX400 Foil Imprinting System sells for US$1595 (MSRP). Shipments will begin in January 2009. The product is available from Primera's Authorized Distributors in the USA and in over 85 other 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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