



NEWS RELEASE

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Primera Announces LX400 Color Label Printer for Short-Run Label Printing

The LX400 Color Label Printer prints high-resolution, full-color labels for specialty foods, office and industrial products, retail tags, coupons and tickets.

PLYMOUTH, MN, USA (January 16, 2007) – Primera Technology, Inc., a leading developer and manufacturer of specialty printing equipment, today introduced its **LX400 Color Label Printer**.

The LX400 Color Label Printer is an inkjet-based printer designed to print short-run, full-color labels at up to 4800 dpi print resolution. The LX400 prints full-color photos, text, graphics and bar code labels. Printed labels are virtually scratchproof and waterproof.

Applications include short runs of primary product and box labels for specialty and gourmet foods, wine bottles, coffee bags, cosmetics and personal care products, water bottles, private label products, gift baskets and more. A wide variety of retail, office and industrial companies also print labels on demand for photo stickers, premium items and hazardous materials. An optional Media Cutter Accessory can be used to produce full-color tickets and tags for admissions tickets, retail coupons, photo visitor badges and many other specialty applications.

Substrates include semi-gloss and high-gloss materials in both paper and polyester. Label size is as small as .75" (19mm) wide and .75" (19mm) long up to a maximum of 4" (101.6mm) wide and 24" (609.6mm) long.

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The LX400 is easy to set-up and operate. It comes equipped with printer drivers for Windows® 2000/XP/Vista and Mac® OS X version 10.2 or higher. NiceLabel™ SE, Primera Edition label design software is included for Windows users. Mac and Windows users can also create graphics in any popular label design software. The LX400 interfaces to either a PC or Mac with a USB connection.

Low Price with High-Quality Results

Primera's LX400 sells for just US \$1495.00 (MSRP). Everything a user needs to get started printing labels is included: the printer, full-color ink cartridge, USB cable, AC adapter, NiceLabel SE, Primera Edition label design software, operator's manual and a sample roll of high-gloss paper label stock. All common bar codes are included in the NiceLabel SE software, including UPC, EAN, Code 39, Code 128 and 2D bar codes such as PDF417. A replacement ink cartridge is US \$47.95. An optional Media Cutter Accessory is available for \$599.00 (MSRP).

The LX400 is available in more than 85 countries through Primera's Authorized Resellers and Distributors.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty printing equipment including the LX-series label printers and the Bravo™-series CD/DVD duplicators and printers.

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@primeralabel.com. In Europe and Scandinavia, contact Primera EUROPE in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primeraeurope.de.

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