

NEWS RELEASE

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Primera Announces RX-12 Label Rewinder

New label rewinder makes it easy to rewind large quantities of labels

PLYMOUTH, MN, USA (June 10, 2009) – Primera Technology, Inc., a leading manufacturer of specialty printers, today announced its new **RX-12 Label Rewinder**.

The RX-12 Label Rewinder makes it easy to rewind large quantities of labels. It's perfect for use with virtually any thermal, thermal transfer or inkjet-based desktop label printer, including Primera's popular LX-Series Color Label Printers.

Features include:

- 12" (305mm) maximum diameter rewind capacity
- 8.5" (216mm) maximum width
- EZ-Chuck™ mechanism – securely locks core onto the rewind mandrel
- Powder-coated, heavy-gauge steel cabinet
- Heavy-duty brushless DC motor – for reliable operation and a long service life
- Light-weight dancer arm – prevents print quality issues
- Switch-selectable rewind direction – to wind labels inside or out

"We've had demand from our customers for a heavy-duty, highly reliable yet affordable label rewinder," said Mark D. Strobel, Primera's vice president of sales and marketing. "With RX-12 you can leave your printer running for hours at a time – even overnight. This is a faster, more efficient way to produce quantities of labels on a roll."

RX-12 is priced at \$995 (MSRP) and is available from Primera's resellers and distributors in over 85 countries.

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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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