



NEWS RELEASE

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Primera Technology, Inc. Launches Primera Asia Pacific

New office to support increasing sales of Primera's products in the Asia Pacific region

Plymouth, Minnesota, USA (September 1, 2007) – Primera Technology, Inc., a leading developer and manufacturer of CD, DVD and Blu-ray™ disc publishing equipment and color label printers, today announced that it is expanding its global reach with the opening of a new Asia Pacific sales and support office in Hong Kong.

Primera Asia Pacific will be led by Callum Hingston, Managing Director. Mr. Hingston has previously sold Primera's products as an Authorized Distributor for nine years. In his new role, he and his staff will be providing sales and support for Primera's distribution partners and end-user customers throughout the Asia Pacific region. A local warehouse has also been established to provide immediate access to Primera's full range of equipment, consumable supplies and spare parts.

Primera Asia Pacific's primary markets will include Australia, New Zealand, Singapore, Malaysia, China, Taiwan, Thailand, South Korea and Indonesia.

"We have sold our products throughout Asia Pacific for almost a decade," said Mark D. Strobel, Vice President of Sales and Marketing at Primera. "But in the past several years, our business in the region has grown substantially. We believe the time is right to make this substantial investment and commitment to our customers in these rapidly expanding markets."

Primera Europe, located in Wiesbaden, Germany, is responsible for sales and support of Primera's customers in Europe and Scandinavia. It has been in operation for seven years. The establishment of Primera Asia Pacific adds to Primera's commitment in the global market to respond to customer needs.

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“Primera’s Bravo-Series CD/DVD and Blu-ray disc publishers and LX-Series Color Label Printers are already the best-selling and most recognized brand in the world,” said Callum Hingston, Managing Director of Primera Asia Pacific. “Now, our Authorized Distributors and end-users in Asia Pacific will benefit even more with localized product availability, lower shipping costs and a dedicated customer service staff that is available in the same or similar time zones.”

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world’s leading developer and manufacturer of CD/DVD/BD duplication and printing equipment. Primera is known for its award-winning Bravo line of CD/DVD/BD publishers including the world’s best-selling Bravo SE, Bravo II, BravoPro and Bravo XR-Series Disc Publishers (Disc Publisher SE, II, Pro and XR-Series in Europe and Scandinavia).

More information about Primera, its history and products is available on the Internet at 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 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.

In Asia Pacific, contact Primera Asia Pacific by phone at +852 3180 7171, by FAX at +852 3014 7827 or by email at sales@primera-ap.com.

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