

NEWS RELEASE

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Primera Announces Linux Developer Support for its Disc Publishers

PLYMOUTH, MN, USA (October 21, 2008) – Primera Technology, Inc., the world's leading developer and manufacturer of CD, DVD, and Blu-ray Disc™ duplication and printing equipment, today announced its support of Linux printing on its Bravo II, BravoPro, Bravo XR and Bravo XRP Disc Publishers (DP-II, DP-PRO, DP-XR and DP-XRP in Europe and Scandinavia).

Addressing the needs of the fast-growing Linux developer and user communities, Primera's fully-featured Linux printer drivers can be easily integrated with open-source or commercially-available disc burning engines. Together, these components provide a complete, automated disc production solution.

"Primera is committed to make our best-selling disc publishing systems available to users of all popular operating systems," said Mark D. Strobel, Primera's vice president of sales and marketing. "We were the first in our industry to support Windows® Vista®. We recently completed Mac® drivers for virtually every product we make. We introduced our new, best-in-class PTPublisher™ and PTPublisher Network Edition software. Starting today we support Linux printing. This latest announcement is just one more example of how we continue to expand our compatibility to meet the varied needs of our broad user base."

The Linux printer drivers will officially be announced by Primera Technology Europe GmbH at the Systems trade fair being held October 21-24, 2008 at Messe Munchen in Munich, Germany. Primera Europe's stand is located in Hall B2, Stand 450.

The Linux printer drivers are available now at www.primera.com/support. For more information, contact Primera Developer Services at sdk@primera.com or call 1-800-797-2772 or (763) 475-6676.

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.

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