



PRESS RELEASE

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Tuesday 9th February 2010

Primera's LX900 Color Label Printer is Now Shipping

Desktop label printer produces full-color product labels fast and economically.

Hong Kong (February 9, 2010) —

Primera Asia Pacific announces the release of the LX900 Color Label printer

LX900 is Primera's fastest-ever inkjet color label printer. It produces labels at speeds of up to 114.3mm per second – almost 17 times faster than Primera's best-selling LX810 Color Label Printer (for comparable print quality).

Separate ink cartridges for cyan, magenta, yellow and black keep operating costs low since only one color at a time needs to be replaced. Print resolution is up to 4800 dpi, producing brilliant photos and graphics and razor-sharp text.

"LX900 establishes a new industry standard for print speed, print quality and low operating costs," said Mark D. Strobel, Primera's vice president of sales and marketing. "Our customers told us that faster printing and separate ink tanks were the most important enhancements we could offer. We're pleased to offer these features and more with this exciting new product."

Typical applications include product labels for coffee, wine, water, bakery, confectionary, meat, cheese and hundreds of other specialty and gourmet foods. LX900 is also ideal for private labeling, test marketing, pre-press proofing, industrial product and hazardous goods marking and retail labeling.

Printer drivers are included for Windows® XP/Vista/7 and Mac® OS X 10.5 (or higher) along with easy to use label design software for Windows. Most other popular graphic design programs for Windows and Mac can also be used to design and print labels.

Pricing and Availability

The LX900 Color Label Printer has a retail price of \$2995 USD MSRP and is available NOW from Primera Asia Pacific resellers throughout the region.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of CD/DVD/BD duplication and specialty printing equipment. Its products are sold in over 85 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and label printer and accessory 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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About Primera Asia Pacific

Based in Hong Kong, with warehousing in Singapore and a sales and support office in Melbourne, Primera Asia Pacific offers local sales and support infrastructure for Primera products throughout the Asia Pacific region. More information about Primera Asia Pacific and its products is available on the Internet at www.primera-ap.com or by calling +61 3 8586 3030 or by e-mailing info@primera-ap.com

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