



PRESS RELEASE

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Primera's LX900 Color Label Printer

Fastest-ever inkjet Color label printer

Hong Kong (January 20, 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. The semi-permanent print head utilizes all-new technology to produce razor-sharp text, brilliant graphics and the most photo-realistic printing ever offered on a dedicated short-run label printing device.

"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. "We listened carefully to our users. They told us that faster printing and separate ink tanks were the most important new features we could offer. At the same time, they weren't willing to sacrifice the excellent print quality they were getting from their existing Primera color label printer. LX900 delivers on all of this and more."

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 labelling, test marketing, pre-press proofing, industrial product hazardous goods marking and retail labelling.

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.

Substrates include many different inkjet-qualified label and tag materials, including Primera's exclusive TuffCoat Extreme™ white and clear polyester and white BOPP. Printed labels are highly water, scratch, smudge and tear-resistant. Water-resistant paper labels are available in high-gloss, semi-gloss and matte finishes. Label size is as small as 19mm wide and 19mm long up to a maximum of 203.2mm wide and 609.6mm long.

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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