



NEWS RELEASE

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Primera Announces AP360 and AP362 Label Applicators

*New semi-automatic applicators affix labels to a wide range of containers;
replaces hand-application*

PLYMOUTH, MN, USA (November 12, 2008) — Primera Technology, Inc., a leading manufacturer of specialty printers, today announced its new **AP360 and AP362 Label Applicators**.

The two applicators are compact, semi-automatic labeling devices that make it fast and easy to apply pressure-sensitive labels to bottles, cans, jars, tubes and many other cylindrical and tapered containers. Up to 1200 containers per hour is possible.

Labels are applied straight, without wrinkles or folds, in precisely the spot desired. This gives finished products a highly professional look and significantly increases the number of containers that can be labeled per hour versus manually applying labels.

Operation is simple: set the guides, place the container in the mechanism, press the footswitch and the label is applied. A wide range of products can be labeled, including wine, water, beer, spirits and other beverages, sauces, nutraceuticals, vitamins, cosmetics, bath and spa products, spices, specialty foods, health and beauty care, oils, lotions, fragrances, chemicals, paint and much more.

AP360 is the base model and applies labels to the front of containers. AP362 is an advanced model that includes front and back labeling with variable spacing, memory for up to nine jobs, and a counter with built-in LED display.

“We’re pleased to offer the AP-Series Label Applicators, said Mark D. Strobel, Primera’s vice president of sales and marketing. “They not only help our customers increase their production rates, but also make their products look great. It’s well-recognized that the better your labels look, the more you’ll sell.”

An integrated, spring-loaded pressure arm applies consistent downward pressure to securely affix labels even on very small radius containers such as lip balm tubes.

AP360 and AP362 are the perfect accessories to Primera’s LX- and CX-Series color label printers. Together, they provide a complete print-and-apply solution that’s perfect for a wide range of small to medium-sized businesses. Roll or fan-fed labels printed by other methods such as flexographic, offset and thermal transfer can also be applied with the applicators.

The applicators will be introduced and demonstrated during PackExpo 2008 at McCormick Place in Chicago, November 9-13, 2008. Primera's booth is #7462.

AP360 is priced at US\$1575 (MSRP) and AP362 is priced at US\$1875 (MSRP). Both are available in late November from Primera's resellers and distributors in over 85 countries.

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-SeriesDisc Publishers (Disc Publisher SE, II, Pro and XR-Series in Europe and Scandinavia).

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About Primera Asia Pacific

Based in Hong Kong, with warehousing and offices in Singapore and Melbourne, Primera Asia Pacific offers local sales and support infrastructure for Primera products in 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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