

NEWS RELEASE

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Primera Announces PTPublisher™ for Mac®

*Award-winning CD/DVD and Blu-ray Disc™ burning and printing software
is now available for Primera's disc publishers.*

PLYMOUTH, MN, USA (October 27, 2009) – Primera Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc Publishers, today announced its **PTPublisher for Mac** software.

PTPublisher for Mac is a new, easy-to-use yet fully-featured burning and printing software program written specifically for use with Mac OS 10.5 (Leopard®) and 10.6 (Snow Leopard®). It is powered by the popular Roxio® burn engine and works with any of Primera's Bravo-Series Disc Publishers (DP-Series Disc Publishers in Europe, Scandinavia and Middle East).

Features of PTPublisher for Mac include:

- Intuitive user interface for multiple job types, including audio, video, data and copy jobs
- Wizard-style navigation
- Integrated DiscCover™ Label Design Software for direct-to-disc printing
- Media levels and robot status monitored on-screen and in real time
- Automatic updater (active Internet connection required)

"Mac users represent a large and growing segment of our customer base," said Mark D. Strobel, Primera's vice president of sales and marketing. "PTPublisher for Mac sets a new industry standard for ease of use and reliability. We're excited to be able to offer it at no charge to our valued Mac users."

PTPublisher for Mac is available now at:

<http://primera.com/downloads/support/PTPMac/PTPublisherMac.html>.

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Primera's disc publishers automate the burning and direct-to-disc printing of quantities of discs. Many models with different capacities and numbers of burners are available. They are used by thousands of businesses, schools and universities, government agencies, churches, video and audio production studios and much more. Full details can be found at www.primera.com.

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. 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 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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