

# NEWS RELEASE

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*For release on or after October 22, 2009*

## **Primera CD, DVD and Blu-ray Disc™ Publishers and Color Label Printers Support Windows 7**

*Primera's wide range of hardware and software products is now compatible with Windows 7.*

**PLYMOUTH, MN, USA** (October 22, 2009) – Primera Technology, Inc., the world's leading developer and manufacturer of automated CD, DVD and Blu-ray duplication and printing equipment, today announced it now supports Microsoft's Windows 7 operating system for all current versions of its products.

"Primera is committed to providing its customers with the latest and most productive technology," said Mark D. Strobel, Primera's vice president of sales and marketing. "We're pleased to support Windows 7 on the same day it is being announced by Microsoft."

New, factory-sealed boxes will include Windows 7-compatible software beginning today. For existing users, Windows 7-compatible printer drivers and application software updates are available immediately on Primera's technical support website at [www.primera.com](http://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](http://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](mailto:sales@primera.com).

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