



NEWS RELEASE

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Updates Released for Primera's CX1200 Color Label Press and FX1200 Digital Finishing System

New features include simplified workflow as well as upgradeable batch printing.

PLYMOUTH, MN, USA (August 16, 2011) — Primera Technology, Inc., a leading manufacturer of specialty printers, today announced a number of major software and firmware updates to its CX1200 Color Label Press and FX1200 Digital Finishing System.

Major new features include:

- Additional language support – now included are English, French, Spanish, German, Italian, Japanese, Korean, Chinese Traditional and Chinese Simplified
- Batch printing – optional software and memory upgrade allows different label artwork to be printed in the same run with coordinated automated digital die-cutting on FX1200
- Ability to save profile settings for streamlined workflow
- Ability to finish media in widths as narrow as 4.5" wide

"We listened to our customer's ideas and suggestions. They've helped us to make the CX1200 Color Label Press and FX1200 Digital Finishing System the most user-friendly and economical professional-grade digital label printing and finishing solution available," said Mark D. Strobel, Primera's vice president of sales and marketing.

Primera's CX1200 Digital Color Label Press and FX1200 Digital Finishing System are one of the best-selling digital label production solutions available today. Print providers of all types are using the equipment to provide 100% digital output to customers in short to medium run quantities in any size or shape without the need for plates and mechanical dies.

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About Primera Technology

Headquartered in Plymouth, Minnesota, USA, Primera Technology, Inc. is one of the world's leading specialty printer manufacturers. Its products are sold worldwide through Primera Authorized Resellers and Distributors in more than 167 countries.

More information about Primera and its products is available on the Internet at www.primeralabel.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@primeralabel.com.

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