

# NEWS RELEASE

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## **Primera Announces Strategic Relationship with Digital Storage Solutions**

PLYMOUTH, MN USA (June 7, 2011) – Primera Technology, Inc today announced that it has entered into a new strategic relationship with Digital Storage Solutions, LLC (DSS). DSS specializes in intelligent card software and hardware technology. This union will augment DSS's existing Intelligent ID Card™ technology applications and enable the pursuit of several large business opportunities.

“For over 35 years, our goal at Primera has been to develop and manufacture printing solutions for new applications in growth markets with unique requirements,” said Mark D. Strobel, vice president of sales and marketing at Primera. “The DSS Intelligent ID card is a perfect complement to our range of printing technologies. This strategic relationship opens up new opportunities in international government projects that Primera is eager to pursue. We look forward to adding DSS to our long list of successful developer partnerships.”

“Since its inception, DSS anticipated the need to store large amounts of digital information, including digital biometric and biographic information on a microcomputer the size of a credit card, which would become the ‘holy grail’ of identity cards – personal, portable and secure with reliable biometric identity verification,” said Patrick Healy, founder and CEO of DSS. “We designed and developed technologies that answer the call for an ultra-secure federal ID card. Our technologies handle the considerable information storage requirements. However, the surface of each card must also be personalized with digital photos, graphical symbols and other key information for each person. Printing on the face of our ID cards at speeds which will insure a seamless transition of distribution, while delivering amazing quality and durability in a printer, is exactly why we look forward to our new partnership with Primera.”

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According to Healy, “This partnership will help DSS compete for government-led initiatives within many developing nations with our national Intelligent ID Card which will also serve as a census collection tool, healthcare information device, and a voter registration card, with longer term goals of using the same card for education and other media distribution. We intend to capitalize on the pent up demand for such a solution for over 5 billion citizens of developing nations around the world, a nearly un-served \$20 billion market. We are fortunate to have a proven technology partner like Primera to help us deliver these innovative and cost-effective solutions.”

**About Primera Technology**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of custom printing products, many of which are based upon Lexmark International’s inkjet and laser technologies. Primera’s products are sold in over 160 countries and have been installed at more than 85 percent of Fortune 100 companies.

**About DSS:**

Digital Storage Solutions, LLC, headquartered in Lexington, Kentucky, specializes in intelligent card software and hardware technology. It has developed patented technologies that allow consumers to manage, protect, control and transport their data, including voter registration, health records, education and training credentials, financial, and biometric information, as well as copyrighted media, on a credit card-sized computer for portable storage and playback with an ultra high level of security.

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