



NEWS RELEASE

For more information:

Kellie Garber (Media only)

Primera Technology, Inc.

Phone: (763) 475-6676, Ext. 239

FAX: (763) 475-6677

E-mail: kgarber@primera.com

WWW: www.primera.com

Sales Info: (800) 797-2772

For Release on or after April 12, 2010

Primera Introduces First Automated Disc Publishers To Offer 1000-Year Expected DVD Archival Life

New DVD-R media and recordable drives are being promoted as "Write Once, Read Forever."™

PLYMOUTH, MN, USA (April 12, 2010) — Primera Technology, Inc., the world's leading manufacturer of automated disc publishers, today announced its Bravo® Archive-Series™ Disc Publishers at the National Association of Broadcaster's (NAB) show in Las Vegas, Nevada. NAB is being held from April 12-15, 2010 at the Las Vegas Convention Center. Primera's booth is #SL8920.

Bravo Archive-Series Disc Publishers incorporate new recordable drives and media from Millenniata, Inc. Together they deliver the world's first truly permanent data archival solution. Usable life of recorded discs is projected at an astounding 1000 years or more.

Instead of burning data into organic materials as on dye-based DVD recordable media, Millenniata's M-DISC™ media is constructed of stable, rock-like materials that are known to last for centuries. Once data is written to M-DISC media it can be read back on current DVD drives. Both printable-surface and standard non-printable M-DISC media is available.

Primera's disc publishers automate the process of producing archival discs. The included PTPublisher™ software makes it fast and easy to archive photos, videos, documents, audio and music and virtually any other digital information. In addition, a comprehensive Software Developer's Kit (SDK) is available at no charge. The SDK makes it easy for developers to integrate Primera disc publishers into applications such as video and film archiving, Digital Asset Management (DAM), document and medical imaging and much more.

"We're excited to offer this breakthrough technology from Millenniata in our new Bravo Archive-Series Disc Publishers," said Mark D. Strobel, Primera's vice president of sales and marketing. "It's not a typo – the life of this media is really expected to be one thousand years or more. For backing up critical digital video assets, documents and a wealth of other data that simply must be preserved forever, there is nothing else like it available."

-- more --

Pricing and Availability

Bravo Archive-Series Disc Publishers are based upon Primera's best-selling single-drive Bravo SE and dual-drive Bravo Xi2 Disc Publishers. The M-DISC enabled version of Bravo SE sells for US\$2995.00 (MSRP). The M-DISC enabled version of Bravo Xi2 sells for US\$5295.00. M-DISC media is priced at US\$22.95 per disc (MSRP).

Bravo Archive-Series Disc Publishers and M-DISC media are available from Primera's resellers and distributors worldwide and at www.primera.com.

Complete product details are available at www.primera.com/millenniata. Follow Primera on Facebook at www.facebook.com/primera and on Twitter at www.twitter.com/primera.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. the world's leading developer and manufacturer of CD/DVD/BD disc publishers. 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.

In Europe and Scandinavia, contact Primera Europe GmbH in Germany by phone at +49-(0) 611-92777-0, by FAX at +49-(0) 611-92777-50 or by e-mail at sales@primera.eu. In Asia Pacific, contact Primera Asia Pacific in Australia by phone at +61 3 8586 3030 or by email at sales@primera-ap.com.

About Millenniata

Millenniata, Inc. is a permanent archival technology company based in Provo, Utah. The company's patented Write Once, Read Forever technology is the world's first stable digital archival solution that is presently composed of the M-DISC and M-WRITER™ drive. The M-DISC is the first backward compatible non-dye based DVD optical technology constructed of inorganic materials that are known to last centuries. The M-WRITER drive is a high quality optical drive that is specifically designed to laser-etch digital information onto the M-DISC. This combination allows information to be written once and read over time and offers the best archival data storage solution in the industry. For further information, go to www.millenniata.com.

###

Notes to Editors: Primera is a registered trademark of Primera Technology, Inc. All other trademarks are the property of their respective companies.