



NEWS RELEASE

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For release on or after May 17, 2011

Primera Opens Sales and Support Office in São Paulo

New office in Brazil to serve Primera's customers in Latin America

PLYMOUTH, MN, USA (May 17, 2011) — Primera Technology, Inc., a leading manufacturer of specialty printers and CD/DVD and Blu-ray Disc Publishers, today announced that it has opened a new office in São Paulo, Brazil. The office will provide sales and support to all of Primera's customers in South America, Central America and Mexico.

Overseeing the new office in Brazil is Mr. Carlos Levenstein. He will serve as Managing Director, Primera Latin America. Previously, Mr. Levenstein served for ten years as Brazil Country Manager at Zebra Technologies, Inc. He speaks fluent Portuguese, Spanish, French and English. The office will have multi-lingual sales and technical support staff available during regular business hours.

"We are very pleased to have Carlos Levenstein join us as Managing Director of Primera Latin America," said Mark D. Strobel, Primera's vice president of sales and marketing. "Carlos and his team will be focused on expanding Primera's presence in this fast-growing part of the world. We are confident that our resellers, distributors and end-users in the region will benefit from their efforts."

Primera Latin America can be contacted by phone at +55 11 26 26 80 17, by FAX at +55 11 39 58 04 88 or by email at ventes@primera.la or vendes@primera.la.

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.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.

For Europe, Scandinavia, Middle East and Africa, 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.

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