

NEWS RELEASE

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For release on or after November 11, 2014

Primera Receives Seventh Best Customer Service Award

PLYMOUTH, MN, USA (November 11, 2014) — Primera Technology, Inc., a leading manufacturer of specialty printers, today announced they have received their seventh consecutive “Best Customer Service” award from LiveHelpNow, a well-known online communications provider. The award reflects the quality of the 24/7 live chat service that Primera offers to customers around the world through the LiveHelpNow service.

LiveHelpNow bases its customer service evaluations on 12 criteria, including customer survey results, resolution rates, operator effectiveness and proactive service.

“Providing superior customer service has always been extremely important to us. It separates us from most of our competitors,” said Mark D. Strobel, Primera’s vice president of sales and marketing. “Receiving this award seven months in a row confirms our commitment to assisting our customers with any question they have, no matter how simple or complex.”

Live chat for North America, Latin America and South America is available at www.primera.com, www.primeralabel.com and www.primerahealthcare.com. EMEA customers are serviced and supported from Wiesbaden, Germany through Primera Europe at www.primera-eu.com. Primera Asia Pacific, registered in Hong Kong, with offices and warehouses in Australia and Singapore, serves customers in Asia Pacific at www.primera-ap.com.

“No matter where you are on the planet, you can speak to a live chat operator at any time of the day or night and in many different languages,” Strobel said.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is one of the world’s leading specialty printer manufacturers. Its products are sold through Primera Authorized Resellers and Distributors in more than 222 countries.

For USA, Canada and Latin America, call 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676, by FAX at (763) 475-6677 or by email at sales@primera.com.

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