

# LEXMARK EXPANDS RELATIONSHIP WITH PRIMERA TECHNOLOGY TO ENABLE IN-HOUSE LABEL PRINTING

**LEXINGTON, KY. -08/11/2009**

Lexmark International, Inc. (NYSE: LXX) today announced it has expanded its collaboration with specialty printer manufacturer Primera Technology, Inc., to include Lexmark's award-winning color laser print engines and consumables, making in-house, high-volume label printing affordable.

"Since 1998, Lexmark inkjet solutions have helped us differentiate our products and services in a competitive marketplace," said Mark D. Strobel, Primera's vice president of sales and marketing. "By utilizing Lexmark's color laser technology, we are able to deliver the best quality and performance possible in a wide range of products and categories with the first of these products being the CX1200 Digital Label Press."

The CX1200 is intended for use by label houses, print shops and other print service providers as well as manufacturers of all types. It prints full-color labels in a convenient roll-to-roll configuration and enables businesses to print labels on demand. Priced at \$18,995\*, the CX1200 prints at 16.25 feet per minute, with up to 1,250 feet printed per roll.

"Lexmark has a heritage of printing on a wide range of specialty media," said Marty Canning, Lexmark vice president and president of its Printing Solutions and Services Division. "We are able to leverage this expertise to broaden our offerings when designing new products for the special media environment. By utilizing Lexmark's C782 color laser technology, Primera will be able to deliver innovative products that provide both outstanding reliability and color quality."

Primera will be demonstrating the CX1200 at the following trade shows.

Print '09: Sept. 11-16, 2009 - McCormick Place Convention Center, Chicago

Pack Expo: Oct. 5-7, 2009 - Las Vegas Convention Center

SGIA Expo: Oct. 7-9, 2009 - Ernest N. Morial Convention Center, New Orleans

## **ABOUT PRIMERA TECHNOLOGY**

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is a leading developer and manufacturer of specialty and POS printers and CD/DVD/BD duplication and printing equipment.

More information about Primera, its history and products is available on the Internet at [www.primera.com](http://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](mailto:sales@primera.com).

## **ABOUT LEXMARK**

Lexmark International, Inc. (NYSE: LXX) provides businesses of all sizes with a broad range of printing and imaging products, solutions and services that help them to be more productive. In 2008, Lexmark sold products in more than 150 countries and reported \$4.5 billion in revenue. Learn how Lexmark can help you get more done at [www.lexmark.com](http://www.lexmark.com).

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\*All prices are estimated street prices in U.S. dollars - actual prices may vary.

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