

NEWS RELEASE

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Primera Technology receives Readers' Choice Award from Laboratory Equipment Magazine

PLYMOUTH, MN, USA (August 21, 2013) — Primera Technology, Inc., a leading manufacturer of specialty printers, today announced that its popular Signature Slide Printer has been honored with a 5th Annual Readers' Choice Award by Laboratory Equipment Magazine.

"We're very pleased to have been given this recognition," said Mark D. Strobel, Primera's vice president of sales and marketing. "Signature Slide Printer is a favorite amongst pathologists, lab managers and histotechs all over the world. To receive a reader's choice award confirms to us and to our customers that the product has been well-accepted by the laboratory community in the relatively short time that this instrument has been shipping."

The awards are voted on by the readers of Laboratory Equipment Magazine. Primera won the award in the Basic Lab Equipment category.

Signature Slide Printer is the world's first and only direct-to-slide printer that is able to print in both black monochrome and color. Printing directly onto slides eliminates handwriting or expensive, difficult to apply xylene-resistant labels. With impressive 300 dpi print resolution, labs can print text, graphics and logos along with high-resolution linear and 2D bar codes on every slide processed. Signature significantly increases the efficiency of labs while helping to reduce the risk of misidentification of specimens. With its small footprint, Signature allows labs to de-centralize slide printing and put an on-demand, direct-to-slide printer at each workstation.

Primera's Signature Slide Printer offers a new and better way for pathology, cytology and histology labs as well as medical, education and research organizations to process and manage slides. Find out more about Primera Technology's range of affordable and efficient laboratory identification products at www.primerahealthcare.com.

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's healthcare products is available online at www.primerahealthcare.com.

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