



Company Contact

Angela Mansfield-Swanson
303-273-1400
angela.mansfield@cognitive.com

Media Contact

Lauri Harrison
303-885-4200
LH@LauriHarrison.com

FOR IMMEDIATE RELEASE

Cognitive and Identification Systems Group (ISG) Partner To Expand Offering of Patient Identification Wristband Solutions

Golden, CO – November 7, 2007 – Cognitive Solutions, a leading desktop barcode printing solutions company, today announced their partnership with Identification Systems Group (ISG), a nationwide network of the leading suppliers for identification and card personalization products and services. ISG specializes in identification technologies, including photo ID systems, embossed card personalization systems, loyalty or membership card systems, and smart card/biometric-based systems. The Cognitive/ISG partnership allows ISG to offer its members patient identification wristband and access tracking solutions that are compliant with JCAHO National Patient Safety Goals.

The partnership offers Cognitive access to an association of forty-five regional companies working together to provide seamless nationwide support and collaboration in the healthcare industry. ISG has more than 100 offices nationwide, in every major metropolitan area of the United States

"ISG has a proven track record of providing excellent service and offers customized solutions with technical and product support for all identification and card issuing products," said George Nicholas, Business Development Manager, Cognitive Solutions, a division of ATSI Holdings Inc. "We're partnering with the best in the industry so we can expand our reach and service offering across the country."

Rick Stillwell, President of CardSmart Systems in Lisle, Illinois, is an ISG member and has been a reseller of Cognitive printers for two years. Rick commented that "We at CardSmart Systems are very excited to see Cognitive become an Authorized ISG Vendor. Over the past year we have sold close to one hundred of the new C Series printers for patient identification applications. This new partnership will enhance our opportunities to continue to grow our business in the ever increasingly important healthcare market."

Tom Stiles of ID Consulting states, "The Cognitive C Series printers are a perfect fit for the rapidly changing patient identification market and for the ISG dealers. The C Series fits the needs of healthcare for a variety of reasons, including small size, industrial strength, use of large wristband/label rolls, LCD display, Ethernet communications, and reasonable price point. Hospitals are quickly moving toward printing 2D barcodes such as Data Matrix or Aztec on wristbands. Both of these 2D codes are standard in the C Series printers."

Mr. Stiles continues, "The Data Direct programming language allows the ISG dealers to write their own programs to accept any data stream and provide a "downtime keyboard" method of producing wristbands. This plug-and-play solution is greeted warmly by overworked hospital IT staff. Also, the C Series printers work with Niceware's label design software. I strongly urge the ISG dealer network to look at the Cognitive Wristband solutions and begin demonstrating the solution to their customers using the ISG Demo Program and ISG line of wristbands."

About ISG

Identification Systems Group (ISG), is a nationwide network of the leading suppliers for identification and card personalization products and services. They specialize in identification technologies, including photo ID systems, embossed card personalization systems, loyalty or membership card systems, patient identification, access control and tracking systems, smart card/biometric-based systems and more. For more information about ISG, visit www.identificationsystemsgroup.com.

About ATSI Holdings Inc.

Cognitive Solutions and Transaction Printer Group (TPG), subsidiaries of ATSI Holdings Inc., are leading providers of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, the TPG and Cognitive brands have provided their customers with compact, economical and ultra-reliable printing solutions that have significant returns on investment. Global installations exceed 1,500,000 printers. For more information about Cognitive and TPG visit www.cognitive.com and www.tpgprinters.com.

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