



FOR IMMEDIATE RELEASE

CognitiveTPG's Introduces a Replacement Solution for Desktop Barcode Label Printing

Lincolnshire, IL – March 18, 2009 – CognitiveTPG, a leading provider of on-demand barcode and transaction printing solutions, announced the release of its latest line of thermal barcode label printers – the EZ-LP, a 4 inch wide direct thermal printer. The EZ-LP printer offers the perfect alternative to replace or upgrade legacy desktop label printer installations.

The CognitiveTPG EZ-LP desktop label printer provides a great value in terms of performance and price with drop-in compatibility. The EZ-LP comes standard with a durable print mechanism, extended flash memory, 5-inch media roll capacity and multiple communication interface options and programming emulations.

"The EZ-LP is ideal for a wide range of applications including work in progress, logistics, shipping and retail applications," said Roman Dziaba, Product Manager for CognitiveTPG. "We designed the EZ-LP to combine durability and reliability with enhanced emulations and industry standard communication interfaces at an attractive price point."

Note to Editors

The EZ-LP printer was pre-viewed at the **National Retail Federation Big Expo 2009**, on January 12-13 in New York City. Product will be available through our valued distributors and resellers in March.

Contact Angela Mansfield-Swanson, Marketing Director for CognitiveTPG, to arrange for a customized product demonstration (angela.mansfield@cognitivetpg.com).



Type	Desktop
Starting List Price	DT: \$525
Print Features	Direct Thermal
Resolution	203 dpi
Max Print Width	4.1" (104 mm)
Max Print Speed	5 ips
Memory	8 MB RAM, 4 MB Flash
Interface	
Serial/USB	Standard
Serial/Parallel/USB	Optional
Ethernet/USB	Optional
USB-A	Standard
Programming Language	EcPL/ZcPL
Cabinetry	Plastic/Metal Print Mech with Tear Bar
Options	Label Peeler (opt), Real Time Clock (opt)
Warranty	1 Year

About CognitiveTPG

CognitiveTPG is a leading provider of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, CognitiveTPG has provided its customers with compact, economical and ultra-reliable printing solutions that have significant returns on investment. Visit www.CognitiveTPG.com.

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