



FOR IMMEDIATE RELEASE

**Cognitive Solutions Signs Distribution Agreement with Leading Auto Identification Distributor to Serve India and Middle East Regions**

**GOLDEN, CO – June 11, 2007** – Cognitive Solutions, Inc., designer and manufacturer of thermal printing solutions for the healthcare, retail, and manufacturing industries worldwide, recently signed a distribution agreement with Base Systems, a leading distributor of auto identification and contact and contactless products in India and Middle East regions.

The agreement will enable Base Systems to add Cognitive’s mission critical desktop and portable thermal printers to its product line. Base Systems has five years experience in this market. “Adding Cognitive’s line of compact, industrial, mission critical printers supports our strategic growth objectives in the barcode, RFID, smart card, and biometric industries. We will now have a complete solution for the Auto Identification Data Capture marketplace,” said Pramod Goel, President of Base Systems.

Base Systems will be introducing Cognitive’s latest C Series thermal printers to its top customers in the retail, healthcare, and hospitality industries. The introduction of next generation, high performance and quality thermal Cognitive printers will bridge the gap between mid-range and desktop models that are currently not available in Indian and Middle Eastern markets. Continuing with commitment to deliver emerging technologies and exceptional value to its valued customers, Base Systems plans to aggressively market Cognitive printers in the region.

“India is seen as an emerging, fast growing market for AIDC products. We see our partnership with Base Systems as a way to tap into this marketplace and offer our customers a local source of supply and support. With Base Systems we can confidently serve the Indian Middle East market,” said Kelly Jamison, Cognitive’s Director of International Sales and Distribution.

**About Base Systems**

Base Systems is a leading provider of emerging technologies and outsourcing services in the areas of Smart Card, RFID, Biometrics, and Barcode solutions. A full service systems integrator, BASE is a fast growing company focused on providing cost-sensitive hardware, software, and systems integration services customized to meet customer’s specific requirements. Base Systems has operations in India, Middle East, West Indies, and United States. For more information visit [www.basesystem.com](http://www.basesystem.com).

**About Cognitive Solutions**

Established in 1986, Cognitive Solutions has a history of introducing innovative thermal printers and labels to the industry. Cognitive continues to design, manufacture and market quality printing solutions adding to its line of Healthcare, Logistics, Post/Parcel and Retail thermal printers. Cognitive Solutions has operations in North America, Latin America, Europe and Asia. For more information visit [www.cognitive.com](http://www.cognitive.com) or call 800.451.9874.

Company Contact:  
Angela Mansfield-Swanson  
Cognitive Solutions, Inc.  
303-273-1400  
[angela.mansfield@cognitive.com](mailto:angela.mansfield@cognitive.com)

Media Contact:  
Lauri Harrison  
Lauri Harrison PR  
303-885-4200  
[LH@LauriHarrison.com](mailto:LH@LauriHarrison.com)

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