



FOR IMMEDIATE RELEASE

Cognitive and TPG Introduce New Brand Identity and Website

LINCOLNSHIRE, IL – November 18, 2008 – After a year of operating under two separate brands, Cognitive and Transaction Printer Group have decided to co-brand.

The newly formed company remains owned by ATSI Holdings Inc., however it will now operate under the CognitiveTPG name. To mark this important endeavor, the company is officially announcing its new co-branded image to include:

- New Logo
- New Collateral Design
- New Website (www.CognitiveTPG.com)
- New Email addresses

The new logo has been modified to reflect a unified company and product line, drawing from the strengths and brand equity of each company. The new collateral highlights its market segments – Hybrid, Barcode, POS, Kiosk, and Consumables – yet provides a consistent look and feel across product lines. The new collateral will also allow for co-branding opportunities with its partners.

Most importantly, the new combined website www.CognitiveTPG.com presents a One Stop Shop, with streamlined navigation to quickly and easily access information about the corporate suite of products as well as service and support questions.

“The new site is built on a database system which will allow for more timely updates and improved functionality,” says Angela Mansfield-Swanson, Director of Corporate Marketing, CognitiveTPG. “Our first goal was to release a combined product line and brand identity. Our second goal is to incorporate a partner only area. Shortly thereafter you will see more 2.0 web tools incorporated into the site.”

“We are glad to see that Cognitive and TPG have integrated their product lines into one centralized location online, making it much easier for our BlueStar’s Salespeople, Business Development Team, and Reseller Community to do business with CognitiveTPG,” said Dan Hahn, Director of Business Development, BlueStar Inc.

About CognitiveTPG

Cognitive and Transaction Printer Group (TPG), 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. For more information visit us at www.CognitiveTPG.com

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