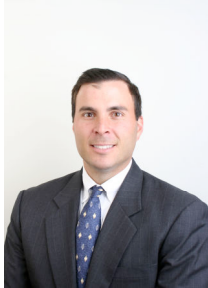




FOR IMMEDIATE RELEASE

Cognitive Solutions Promotes Tom Gambon to Chief Financial Officer



Golden, CO – June 27, 2006 – Cognitive Solutions, manufacturer of the world's first desktop thermal label printer, announced the promotion of Tom Gambon from Director of Finance to Chief Financial Officer effective immediately. As CFO, Tom will continue to be responsible for all of Cognitive's accounting, finance, IT and supply chain activities.

Tom brings more than 13 years of experience in financial planning, analysis, strategy and management to Cognitive Solutions. He has held executive positions at successful companies in the private and public high-tech markets. His most recent position was with StarTek Inc. (NYSE: SRT) where he served as the Director of Financial Planning and Analysis for the \$250 million Business Process Outsourcing provider. Prior to his time at StarTek, Tom was the Senior Finance Manager at Exabyte Corp., where he was an integral part of the due diligence team that facilitated a merger between Exabyte and Ecrix Corporation in 2000. He provided financial expertise and guidance, and short and long-term planning for the company's international operations in Canada, the United Kingdom, Germany, the Netherlands, Japan, Singapore and Australia. While at Exabyte he also managed international 3-party repair partners and the World-Wide On-Site Service Program.

"This promotion recognizes the ongoing contributions Tom has made to our business since joining us in January, 2004," said Barry Knott, President and CEO of Cognitive Solutions. "Cognitive is a company where strong and consistent performance is recognized whether it is in functional leadership, departmental management, technical/engineering excellence or as an individual contributor."

About Cognitive Solutions

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers™ and its line of XML and RFID HF enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet customer needs worldwide and across all industries. For more information visit www.cognitive.com or call 800.451.9874.

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