



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 TPG Announce Jose Basa as Director of New Product Development

Lincolnshire, IL – September 13, 2007 – Cognitive Solutions and Transaction Printer Group (TPG), subsidiaries of ATSI Holdings Inc., leading providers of on-demand barcode and transaction printers respectively, announced today the appointment of Jose Basa to the position of Director of New Product Development. Jose will be responsible for the leadership, coordination and successful execution of the new product development strategy for both Cognitive and TPG brands.

“Jose will be a valuable asset to the Cognitive and TPG team,” said Barry Knott, Senior Vice President Sales and Chief Marketing Officer. “His industry hardware and media experience make him uniquely qualified to drive our new product initiatives.”

“I’m excited to accept the responsibilities and challenges associated with these two leading brands,” said Basa. “Both Cognitive and TPG have a rich tradition of innovation and a solid foundation of technology and products on which to build. Their reputation for providing high-quality, rugged and ultra-reliable printing solutions to their respective segments are well known.”

Prior to joining ATSI Holdings Jose worked in various product management and marketing capacities for Printronix, Zebra Technologies and Superior Label. Jose earned his bachelor’s degree from Miami University and his MBA from the Lake Forest School of Management in Illinois. He will work in the company’s Lincolnshire office.

About ATSI Holdings

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.

[HEADSHOT INCLUDED ATTACHED – Jose Basa]