



FOR IMMEDIATE RELEASE

CognitiveTPG Extends its European Partner Network

Lincolnshire, IL – September 2, 2008 – Cognitive/TPG, a leading provider of on-demand barcode and transaction printing solutions, is extending its distribution network, signing up new resellers and system integrators to sell their transaction and barcode printing solutions into Europe, Eastern Europe, India and the Middle East regions. Cognitive/TPG is developing new business alliances that will bring marketing and sales expertise throughout the European and neighboring markets. The company is also seeking partners in specific vertical markets such as healthcare, retail, and banking.

Cognitive/TPG will introduce company products and strategies to leading companies interested in expanding their product portfolio as well as capitalizing on business prospects for Point of Sale and Auto Id printing solutions. The unique design and performance of the printers complimented by a very aggressive price point makes the relationship mutually beneficial.

“In order to drive our European expansion we are looking to establish a limited number of partners who will benefit from select programs and incentives such as free demo units and aggressive project pricing” said Clif Gatehouse, Director of International Sales for Cognitive/TPG. “Our goal is to establish a select group of resellers per region to minimize the downward pricing pressure for our partners”.

To learn more about CognitiveTPG’s European partner opportunities and benefits please contact us at 847-383-7900 or email us at marketing@cognitivetpg.com.

About CognitiveTPG

Cognitive 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.

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