



FOR IMMEDIATE RELEASE

A799 POS Printers Certified with Visual Retail Plus

LINCOLNSHIRE, IL – March 9, 2011 – CognitiveTPG announced today that the company's A799 thermal receipt printer is now certified to run with Visual Retail Plus' Point-of-Sale and Inventory Management software.

Going on its 20th year in business, Visual Retail Plus (VRP) offers significant industry experience and a reputable product that is used in retail stores and chain stores throughout the United States and Canada. VRP is a scalable solution for multi-store and multi-register businesses with a fully-integrated or interfaced e-commerce solution.

“The CognitiveTPG A799 receipt printer easily passed our performance and quality testing, including our unique WIL (width, inseam, length) format used for those specialty retail stores,” said Hili Shrem, Director of Business Development at Visual Retail Plus. One of the fastest thermal printers on the market, the A799's steel frame and built-in spill resistant drainage system, combined with unsurpassed thermal head, auto-cutter reliability, and standard four-year warranty, provides many years of excellent service. It also features two-color and monochrome printing capabilities and two-column printing--excellent for adding advanced logos, graphics, or coupons on the receipt.

“We are thrilled to have our A799 receipt printer certified with VRP's software, a company known for value and support,” said Angela Mansfield-Swanson, Director of Corporate Marketing for CognitiveTPG. “Our A799 printers are uniquely designed to meet the needs of the retail and specialty retail market with best-in-class performance, unchallenged reliability, and value-added features at an attractive price point.”

About Visual Retail Plus

Headquartered in Hackensack, New Jersey, Visual Retail Plus is a scalable Windows Point-of-Sale and Inventory Management software solution with integrated e-commerce. Visual Retail Plus was made by retailers for retailers to support many facets of business from inventory and sales, maximizing security and minimizing employee fraud, all while presenting the customer with streamlined, fast checkout. Built to accommodate multi-store/multi-register retail businesses from apparel, pet supplies, sporting goods, to office and computer supplies. Visit www.VisualRetailPlus.com

About CognitiveTPG

CognitiveTPG is a leading provider of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, CognitiveTPG has provided its customers with compact, economical, and ultra-reliable printing solutions that offer significant returns on investment. Visit www.CognitiveTPG.com.

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