



FOR IMMEDIATE RELEASE

CognitiveTPG Partnership with BlueStar Expands Into Europe

Lincolnshire, IL – December 4, 2008 – CognitiveTPG, a leading provider of on-demand barcode and transaction printing solutions, expands its partnership with BlueStar, by aligning with the company's new European division to build and expand CognitiveTPG's existing distribution channel.

BlueStar, a solutions-based distributor of Auto ID, Point-of-Sale, RFID, and Mobility products, recently acquired the assets of PSD-PrintScan—a German-based distributor of Automatic Identification products in Europe. BlueStar Europe is now a leader in the European marketplace, offering the largest selection of both POS and Auto ID solutions.

"Expanding our reach throughout the European market is a strategic focus for us. We are thrilled to be able to align our strategy with our long-time partner BlueStar and its European arm," said Clif Gatehouse, Vice President of Sales for CognitiveTPG.

"BlueStar is delighted that the addition of our European division can help extend CognitiveTPG's reach into the European marketplace. BlueStar is a global company who believes in 'being there' for our partners. With regional physical presence, we can facilitate product needs throughout many countries," says Bill Nix, BlueStar's Global Director of Channel Marketing & Sales.

BlueStar Europe will be able to offer European resellers the latest CognitiveTPG product line, including its recently introduced line of Single Station Point of Sale printers – the A798 & A799 – that combine value with performance and its industrial strength desktop barcode label printers – Advantage DLX and C Series.

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

About BlueStar

BlueStar is a leading global solutions-based distributor of Point-of-Sale, bar coding, data collection, radio frequency identification (RFID), and wireless mobility products. BlueStar works exclusively with VAR Partners, providing them with complete solutions at competitive prices. The company brings unequalled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. For more information about BlueStar, please contact a BlueStar Account Executive or log on to www.bluestarinc.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 have significant returns on investment. For more information visit www.CognitiveTPG.com.

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