



FOR IMMEDIATE RELEASE

CognitiveTPG is Running Two Summer Promotions



LINCOLNSHIRE, IL – June 4, 2012 - Celebrating the coming summer months, CognitiveTPG today announced two promotions to entice its current, former and future customers.

The first is a video contest calling for loyal Blaster and Advantage LX owners to show off their old dependable printer. "We are calling the promotion '[Wanted Alive](#)' and challenging current and former customers to show us the oldest operational unit in the field. We know what true workhorses these printers are and we know there are still many 10-plus year old printers in the field today, working," said Angela Mansfield-Swanson, CognitiveTPG's Marketing Director. The customer with the oldest operational unit will win a \$500 Visa gift card.

The second promotion piggybacks on our "Wanted Alive" loyalty contest with an additional reward for loyal customers and an incentive for customers who may not necessarily be familiar with CognitiveTPG's rugged and reliable desktop thermal label printers.

CognitiveTPG is offering \$25 off the first order of any model of our latest addition to the desktop printer line – the [DLXi](#). Customers can take advantage of this promotion by ordering from one of our valued distributors ([BlueStar](#), [Ingram Micro](#), [ScanSource](#) or [Synnex](#)).

The DLXi combines legendary reliability with the latest communication interfaces and performance. The DLXi offers fast print speeds, a host of communication ports including USB-A and USB-B, and easy integration with many existing systems or legacy Blaster/LX installation.

Both promotions will run from June 1st through August 31, 2012. For more information on the **Summer DLXi promotion** visit www.cognitivetpg.com/summerpromo and for more information on the **Wanted Alive promotion** visit www.cognitivetpg.com/blasterswanted.

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 us on the Web at www.CognitiveTPG.com

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