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Company Contact:
Angela Mansfield-Swanson
Cognitive Solutions, Inc.
303-273-1400
angela.mansfield@cognitive.com

Media Contact:
Lauri Harrison
Lauri Harrison PR
303-885-4200
LH@LauriHarrison.com

Cognitive's New C Series Printers Built with ROHS Compliancy in Mind

Golden, CO USA – August 7, 2006 – Cognitive Solutions, manufacturer of the world's first desktop thermal label printer, announced that its new Compact Industrial C Series printers are fully compliant with the European Union's (EU) Restriction of Hazardous Substances (RoHS) directive.

Cognitive incorporated the design of lead-free components into the design of its C Series printers in order to ensure immediate shipments for customers in Europe. "This proactive step early in the design phase was an example of our commitment to our European customers. Cognitive understands the need to be a responsible corporate citizen and is committed to addressing the environmental regulations in the countries we sell product," said Barry Knott, President and CEO of Cognitive Solutions. "The really good news is that shipments of C Series printers are ROHS compliant globally, not just to our European customers."

In addition to ROHS compliancy, the C Series printers have received worldwide safety certification, including CCC Certification which allows the printers to be sold into China.

To find out more about Cognitive's innovative *Compact Industrial*[™] printers, contact Cognitive's Marketing Department at 800-451-9874 or marketing@cognitive.com. More information is also available at www.compactindustrial.com

About Cognitive Solutions

Established in 1986, Cognitive Solutions has a history of introducing innovative products to the industry. This spirit of innovation continues today with the introduction of its Compact Industrial Printers[™] and its line of XML and RFID HF enabled printers. Its commitment to delivering quality and service products and customized and standardized media and consumable solutions continue. Cognitive is well positioned to provide a variety of solutions to meet the needs of the customer worldwide and across all industries. For more information visit www.cognitive.com or call 800.451.9874.

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