

NEWS RELEASE

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Primer Technology Announces Archiving Solution for Tapeless Video Workflow

New software allows automated offloading and archival of digital video content.

PLYMOUTH, MN, USA (April 17, 2009) — Primer Technology, Inc., the world's leading manufacturer of CD/DVD and Blu-ray Disc™ Publishers, announced today that it has partnered with Imagine Products, Inc. to offer fully-integrated support for Imagine's award-winning ShotPut Pro™ software.

Video professionals can now streamline their workflow and automatically archive content onto write-once DVD and Blu-ray Disc media using Imagine's software and a Primer Bravo-Series Disc Publisher. The entire offloading and archival process is automatic and hands-free.

"Until now, hard drives have been a popular way of offloading and storing video content in a tapeless workflow. But what if your 1TB drive fails? You've lost hundreds of hours of footage forever," said Mark D. Strobel, Primer's vice president of sales and marketing.

"Our solution is the world's first inexpensive, automated and failsafe method to store content from P2, AVCHD, SxS and RED ONE memory cards. This is a remarkably affordable and effective solution for those who need to archive for the long term," added Mr. Strobel.

As soon as a video volume is detected, an offload is started to multiple drive locations which can include hard drives and a Bravo-Series Disc Publisher. The burned disc is printed direct-to-disc with customized information that can include Metadata directly from the camera's memory card.

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ShotPut Pro can be installed on any Mac® OS X, 10.4 or higher. A Windows XP/Vista® version is also available.

The Primera/Imagine offloading and archival solution will be demonstrated at these booths at the NAB Show being held in Las Vegas from April 20-23, 2009:

Primera: #SL5805
Panasonic: #C3712

ShotPut Pro with Primera Bravo support is available from Imagine Products at www.imagineproducts.com or from Primera at www.primera.com. It will ship in May 2009 for just \$89.

About Primera Technology

Headquartered in Plymouth, Minnesota, Primera Technology, Inc. is the world's leading developer and manufacturer of CD/DVD/BD duplication and printing equipment. Its products are sold in over 85 countries and have been installed at more than 85 percent of Fortune 100 companies.

More information about Primera, its history and products is available on the Internet at www.primera.com or by calling 1-800-797-2772 (USA and Canada). Outside of the USA and Canada, call (763) 475-6676 or FAX (763) 475-6677. E-mail to sales@primera.com.

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About Imagine Products, Inc.

Imagine Products, Inc. develops high value, innovative digital logging tools, video analysis solutions, archiving systems and asset management software for video professionals. Imagine Products' corporate headquarters is located at 1052 Summit Drive, Carmel, Indiana 46032, USA. The company can be reached by phone at (317)-843-0706, by fax at (317)-843-0807, or on the web at <http://www.ImagineProducts.com/>

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