



FOR IMMEDIATE RELEASE

BlueStar Canada adds Cognitive's C Series Printers to Service Repair Line

Golden, CO – March 13, 2007 – Cognitive Solutions, manufacturer of the world's first desktop thermal label printer, announced that its long-time distributor, BlueStar Canada has now expanded its service and repair line to include Cognitive's new C Series printers, making it the only authorized service center in Canada for Cognitive printers.

BlueStar Canada has been providing quality service to Cognitive customers on the AdvantageLX (Blaster) for nearly a decade. Both companies understand the importance of providing localized service, especially for its international customers. BlueStar Canada is headquartered in Montreal, a central facility for many of its customers.

Jacques Lapierre, BlueStar Canada President said "I am excited about the additional value we can now provide to Cognitive customers. Customers always appreciate the option of technical service when purchasing a product. We are proud to be able to provide that service for Cognitive's new line of C Series printers."

"Having BlueStar Canada complete certification for service on our C Series line of printers makes sense from a geographic and service standpoint. BlueStar Canada has always provided first-class service for Cognitive Solutions and for their resellers," said Cognitive's Distribution Business Development Manager, Andrina Starika.

About BlueStar Canada

BlueStar Canada is the leading solutions-based distributor of point-of-sale, bar coding, data collection and wireless mobility products in Canada. The company offers its VAR partners detailed information on the best selection of products in the industry, all at competitive prices. BlueStar Canada makes life easier for its VAR partners by offering local inventory and a Canadian warranty on all products distributed. In addition, BlueStar Canada has unmatched technical support and is an authorized service center for an increasing number of manufacturers. For more information on BlueStar Canada, please visit www.bluestar.ca.

About Cognitive Solutions

Established in 1986, Cognitive Solutions has a history of introducing innovative thermal printers and labels to the industry. Cognitive continues to design, manufacture and market quality printing solutions adding to its line of Healthcare, Logistics, Postal/Parcel and Retail thermal printers. Cognitive Solutions has operations in North America, South America, Europe and Asia. For more information visit www.cognitive.com or call 800.451.9874.

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