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Denver - Golden, CO USA – October 2, 2006

– Cognitive Solutions (www.cognitive.com), manufacturer of the world's first desktop thermal label printer is thrilled to announce its market presence in China with the opening of two representative sales offices in Shanghai and Guangzhou.

The Shanghai office is located near the center of China's fast growing manufacturing base and the Guangzhou office is one of China's fastest growing economic sectors. Both offices will be managed by Joseph Wong.

"The China market is clearly a unique market requiring a dedicated team to sell our products and solutions. Putting field sales in China who are knowledgeable about our products and obviously familiar with the culture and language, will have far exceeding benefits for our international growth strategies," said Barry Knott, President and CEO of Cognitive Solutions

"The new offices in China will enable us to execute on our global growth strategy and well as have direct representation in this growing market that will allow us to be closer to our customers. Joseph Wong has the experience and successful track record to hit the ground running and build Cognitive's business in China," said Kelly

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Jamison, Director of International Sales and Distribution.

"I'm honored to be part of the Cognitive team and look forward to a rapid development of Cognitive's presence in China," said Joseph Wong, Director of Sales, China office. "Our offices are ideally located in the heart of the two major business districts and I'm confident we'll develop a major presence here."

To support the Chinese market, Cognitive will introduce a Chinese version of its [Compact Industrial website](#) and its corporate website

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 customer needs worldwide and across all industries. For more information visit www.cognitive.com or call 800.451.9874.

Company Contact:

Media Contact:
Angela Mansfield-Swanson
Lauri Harrison
Cognitive Solutions, Inc.
Lauri Harrison PR
303-273-1400
303-885-4200

angela.mansfield@cognitive.com

LH@LauriHarrison.com

Guangzhou Office
Rm 1201, Tower B, Center Plaza
163 Linhexi Road, Tianhe District
Guangzhou 510620 China
Tel: (86 20) 38310130
Fax: (86 20) 38251254

Shanghai Office
10E Huamin Empire Plaza
726 Yan An West Road
Shanghai 200050 China
Tel: (86 21) 62121515
Fax: (86 21) 52378708

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