



FOR IMMEDIATE RELEASE

Cognitive Solutions Signs Distribution Agreement with Leading Auto Identification Distributor in Mexico

April 4, 2007 – Cognitive Solutions, Inc., designer and manufacturer of thermal printing solutions for the healthcare, retail, and manufacturing industries, recently signed a distribution and service/repair agreement with Azerty de Mexico, the leading distributor of auto identification and computer products in Mexico..

The agreement will enable Azerty to offer Cognitive’s desktop and portable thermal printer lines to their reseller customer base. Azerty has 12 years experience in this market. “Adding Cognitive’s new line of Compact Industrial C Series printers and its portable printers was a perfect complement to our business. Thanks to our partnership with Cognitive, we will be able to offer world-class products at affordable prices to meet the demands of the thermal printing market,” said Raquel Ornelas Peña, Azerty’s General Manager.

Azerty will be demonstrating Cognitive’s products during its 16 City EXPO, which runs through the end of June. For more details on the EXPO Azerty 2007, please visit www.azerty.com.mx.

“We are pleased to have Azerty distribute Cognitive products in Mexico,” said Roberto San Luís, Cognitive’s Sales Director for Latin America. “There is tremendous opportunity in the Latin America marketplace and we want to provide our new distributor with the support it needs to grow Cognitive’s awareness.”

About Azerty

For years Azerty has set the standards for Computer Hardware, Supply and Accessory wholesaling. By offering programs that help improve our customers' profitability, Azerty can become a valuable part of its customers' success. Azerty belongs to the [United Stationers](#) family of companies. United has over 80 years experience in wholesale distribution and is the leading wholesaler of office products, more than double in size to their nearest competitor. Azerty has been serving the computer products channel since 1983. In 1998, Azerty de Mexico opened a distributor center in Monterrey, NL and has since grown the business to be one of the largest distributors of computer supplies, POS and barcode products in Mexico. For more information, visit their website at www.azerty.com.mx.

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, Post/Parcel and Retail thermal printers. Cognitive Solutions has operations in North America, Latin America, Europe and Asia. For more information visit www.cognitive.com or call 800.451.9874.

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

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