



FOR IMMEDIATE RELEASE

**CognitiveTPG Thermal Label Printers and CEC Pharmacy Software
Combine Technologies to Improve Pharmacy Workflow**

LINCOLNSHIRE, IL – October 25, 2011 – The CognitiveTPG CRx Thermal Label printer is now officially certified to work with Cost Effective Computers' (CEC) QuickSCRIP® Pharmacy System software. Combining the CRx with CEC's pharmacy management solution with keyboard-driven data entry translates into improved fulfillment workflow for the pharmacist and technicians.

By converting to a thermal printing solution, pharmacies will recognize significant time and cost savings from the expense of inks and toners and the downtime caused by labels jams and maintenance issues. "The cost of migrating to the thermal printer will pay for itself in a very short time. In fact some of the independent pharmacies printing less than 10,000 labels per month recognized a savings in one month's time," said Roman Dziaba, CognitiveTPG Product Manager.

CEC has seen the migration of prescription label printing solutions from dot matrix, to laser, and now thermal. While the majority of independent pharmacies still use laser printing for prescription labeling, more and more of them are adopting a thermal solution. CEC's flagship product, QuickSCRIP, is the prescription management system of choice for over 380 independent pharmacies, and Shaun Campbell, Office Manager for CEC, reports: "In the two years we have been supporting the thermal printers, I think we have seen only one hardware issue... and that was easily diagnosed and fixed. Maintenance issues with laser printers are far more frequent." Continued Shaun: "Supporting the CognitiveTPG CRx printer is a dream, and pharmacies like the fact that the printer is the size of a shoe box." Roughly a third of the size of most laser printers, the CognitiveTPG CRx thermal label printer takes up less real estate in an already crowded workspace.

About CognitiveTPG

CognitiveTPG is a leading provider of on-demand barcode and transaction printers to the retail, healthcare, manufacturing, service, and financial sectors worldwide. For over 35 years, CognitiveTPG has provided its customers with compact, economical and ultra-reliable printing solutions that have significant returns on investment. Visit www.CognitiveTPG.com.

About Cost Effective Computers

Since 1982, CEC has been providing service and support for both software and hardware used in a pharmacy environment. CEC's QuickSCRIP® Pharmacy System is designed by and for the Independent Retail Pharmacist. Focused on ease of use and speed, QuickSCRIP® incorporates keyboard-driven data entry screens and menus, flexible and customizable reporting, custom labels and statements, and the tools necessary to manage your business. With over 380 users in eight states, QuickSCRIP® provides the answers to your operating needs.

Media Contact

Angela Mansfield-Swanson

CognitiveTPG

303-586-8358

angela.mansfield@CognitiveTPG.com