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For Immediate Release

**LOWRY COMPUTER PRODUCTS EXPANDS ITS LABELS  
BUSINESS WITH CUTTING EDGE HP DIGITAL PRESS TECHNOLOGY**

**BRIGHTON, MI – October 8, 2003** - Lowry Computer Products, Inc., a leading provider of bar code, wireless, RFID and data collection solutions, today announced its acquisition of a Hewlett-Packard Indigo ws4000 high-speed digital press for its labels business - Lowry Labeling - located in White Bear Lake, Minnesota. The HP Indigo digital press enables Lowry to produce short-to-medium run, high quality color labels – quickly and on-demand.

“Lowry is all about leading edge technology, and HP’s ws4000 is the fastest, most innovative digital press on the market today,” said Mike Lowry, President and CEO of Lowry Computer Products. “We are among just a handful of worldwide companies that can offer this real time technology to our customers, and print exactly what they need, when they need it.”

The new Indigo press enables Lowry to produce labels with variations in text or images, called versioning. Versioning can be effectively used to label a product family that may have subtle differences, such as food or beverage labels, or it can provide a means of stock control or distribution tracking. Label content, size or bar code can be changed as needed without having to stop the press.

“With the trend towards fast-turnarounds, higher quality, more colors and shorter runs predicted to accelerate, the timing was right to invest in this advanced technology engineered by our business partner Hewlett-Packard,” said Lowry. “HP is the leader in digital press technology.”

“The press prints 1-D and 2D bar codes that are accurate and readable, which is absolutely a must for today’s supply chain labeling,” continued Lowry. “Unreadable barcode labels create a huge expense in the supply chain, so we focus on providing our customers with bar code printing that meets today’s standards.”

Much of Lowry’s 40,000 square feet of space in its White Bear Lake facility is devoted to label production for markets such as Automotive, Food and Beverage, Electronics, Industrial, Pharmaceutical, and Shipping.

Lowry Computer Products, Inc. is a one-stop source for wireless, bar code, RFID and data collection solutions. Recognized for its best-in-class products and technical services, Lowry provides a variety of industries with consulting and installation, hardware, software, automated labeling systems, all types of labels, and 24x7 support and repair services. For more information or to locate one of the company’s twelve nationwide offices, contact Lowry at 800-733-0210 or visit [www.lowrycomputer.com](http://www.lowrycomputer.com).

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