

**LOWRY COMPUTER PRODUCTS HIRES AN INDUSTRY EXPERT TO FILL THE POSITION OF RFID PRODUCT MANAGER**

**BRIGHTON, MI – August 15, 2006** Lowry Computer Products, Inc., a leading provider of radio frequency identification (RFID), wireless, bar code and data collection solutions, is pleased to announce the addition of Jeffrey Tazelaar to the Lowry RFID solutions team. As RFID Product Manager, Mr. Tazelaar will work closely with Sales and Technical Services to develop strategies to penetrate new markets and build industry awareness of Lowry's RFID products and services. He will also represent Lowry on technical boards of organizations setting industry standards, such as AIM Global, EPCglobal and AIAG.

Prior to joining Lowry, Mr. Tazelaar was responsible for installing and deploying RFID solutions at Wal-Mart retail stores, Wal-Mart distribution centers and Sam's Clubs across the country. Wal-Mart is known for rolling out the world's largest RFID labeling initiative to thousands of its suppliers, to keep its shelves better stocked and boost sales.

As a Wal-Mart RFID Strategy Team leader, Mr. Tazelaar identified, developed and specified new RFID retail applications such as the Fork Truck Mount solution for Wal-Mart's warehousing and distribution centers. He worked closely with hardware technology providers and forklift suppliers to develop RFID readers that could be specially mounted to fork lift trucks. These ruggedized RFID readers are intended to read RFID tags on incoming pallets and associate them with numbered storage racks in the warehouse. Location data can then be funneled into a WMS system.

Mr. Tazelaar holds a Bachelor of Science and a Master of Science Degree in Packaging from Michigan State University in East Lansing, Michigan. He also studied overseas at the University of London, where he analyzed and contrasted the British/European and United States packaging systems.

"We are extremely excited to have Jeff on board as our RFID Product Manager," said Mike Lowry, President and CEO of Lowry Computer Products. "His education, exceptional experience and full understanding of RFID deployment is a rare combination in the industry today, and we are confident that Jeff will help Lowry to meet our RFID business objectives."

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**Photo of Jeff Tazelaar available at:** <http://media.lowrycomputer.com/JeffreyTazelaar.jpg>

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### **About Lowry Computer Products**

Lowry Computer Products, Inc. is a provider of innovative solutions, expert services, and leading edge wireless, RFID, bar code, and data collection technologies. Lowry manufactures automated labeling systems and converts standard and Smart Trac™ labels for supply chain, packaging and RFID applications. Lowry's professional services team conducts site surveys, recommends and installs complete technology solutions, and trains technology users. The company's certified technical services team and nationwide service network ensure that all of the hardware that the company sells is well maintained, whatever the location. Lowry is a Founding Solution Provider of EPCglobal and a long-time member of the AIM Global organization. To find out more about Lowry's comprehensive products and services, call 800-733-0210 or visit [www.lowrycomputer.com](http://www.lowrycomputer.com).

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