

LOWRY COMPUTER PRODUCTS EXPANDS ITS RFID TECHNOLOGY OFFERING AND HELPS BUILD PILOT PROGRAMS FOR CUSTOMERS

BRIGHTON, MI – September 28, 2004 Lowry Computer Products, Inc., a nationwide provider of RFID, wireless, bar code and data collection solutions, today announced a major expansion of its RFID (radio frequency identification) offering. Lowry plans to invest \$2 million in R&D, equipment, facilities, people and training to position the company in the rapidly growing arena of RFID technology for tracking products throughout the supply chain.

Paragon Labeling Systems, a division of Lowry Computer Products, recently released an Encode & Apply™ automated labeling system. This system encodes EPC (Electronic Product Code) smart labels and applies them to shipping cases and pallets. Electronic data in the smart labels is typically read using UHF (ultra high frequency) readers attached to RFID portals.

Lowry also invested in RFID inlay insertion equipment for its label conversion facility, Lowry Labeling. The new system, purchased from a leading European manufacturer, enables Lowry to manufacture millions of smart labels and offer labels through a “Service Bureau” arrangement for customers requiring a quick turnaround on encoded smart label orders.

Procter & Gamble (NYSE: PG) worked with Lowry on two EPC pilot programs with their key retail partners. Electronic product data, similar to that in UPC bar code labels, is encoded into smart labels and applied to P&G’s cases and pallets. The EPC data in the smart labels helps retailers to track merchandise from manufacturers to distribution centers to store locations and eventually to store shelves.

“We are well positioned to fulfill EPC pilot requirements and rollout programs for customers,” said Mike Lowry, President and CEO of Lowry Computer Products. “In the case of P&G, we’ve had a successful long term arrangement supplying their SSCC (Serial Shipping Container Code) compliant bar code labels for cases and pallets, and now it’s a matter of expanding the product data and transitioning it to an electronic format.”

Lowry’s investment and expansion plans also include construction of an extensive RFID Laboratory and Simulation Center at its corporate facility in Brighton, Michigan. In addition to testing Lowry RFID products, the Lab will test customers’ labeling performance using their own

cases and pallets. Based on test results, Lowry will have the capability to recommend ideal smart label sizes and placement positions to its customers.

Since 1978, Lowry has specialized in AIDC (Automatic Identification and Data Capture) technologies and provided technology solutions to thousands of customers in manufacturing, distribution and government. “My goal is to always be on the leading edge,” said Lowry, “and right now the leading edge is with RFID-EPC technology.”

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About Lowry Computer Products

Lowry Computer Products, Inc. is a leading manufacturer, integrator and provider of wireless, RFID-EPC, bar code, and data collection solutions. Lowry’s supply chain solutions include systems integration, installation, hardware, software, automated labeling systems, digital and smart labels, 24x7 technical support and on-site repair service. Lowry is a member of the EPCglobal Organization’s Solution Partner program and a member of AIM Global, the organization for Automatic Identification and Mobility. For more information, call 800-733-0210 or visit www.lowrycomputer.com.

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