



For Immediate Release...

Prime Graphics Announces Expansion into Shrink Sleeve Market

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(Wood Dale, Ill., September 06, 2006) - Prime Graphics, Inc., a market-leading provider of innovative decorative packaging solutions, is pleased to announce it has expanded its capabilities in the area of shrink sleeve technology. Due to a recent investment in capital equipment and experienced personnel, the company can now produce and deliver customized, decorative shrink sleeve labels to consumer package goods manufacturers, contract packagers, and private-label manufacturers across the country.

"Since entering the flexible packaging industry, we have significantly grown our present markets, primarily: beverage, food, personal care, medical and household consumer product companies. Based on this success, we have elected to enhance our position in the marketplace with shrink sleeves – one of the fastest growing segments of the flexible packaging industry," said Bill Hunter, President of Prime Graphics, "This exciting expansion of capabilities and services will enable us to be an even more valuable business partner to our customers."

Flexible food packaging is more than a \$12 billion industry in North America with shrink sleeves growing at a rate of up to 18 percent per year according to *Packaging Strategies, U.S. Trends and Developments (2004-2008)*. Prime Graphics is well-positioned to be a strong competitor in this growing industry segment.

ABOUT PRIME GRAPHICS, INC.

Prime Graphics, Inc., a privately-held company headquartered in Wood Dale, Illinois, is a leading provider of innovative packaging solutions and decorative labels to consumer product companies within food, beverage, personal care, household, medical, industrial products, and private label markets. Founded in 1980, Prime Graphics is known for award-winning flexographic printing specializing in flexible packaging, shrink sleeves, roll-fed and pressure-sensitive labels. Prime Graphics' commitment to continued growth and excellence is led by continual investments in new technologies and increased efficiencies. Proprietary products include FlexWrap, InnoWrap, and SleeveRite.

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