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FOR IMMEDIATE RELEASE

Matica Americas Announces Initial Distribution Partners

Eden Prairie, MN – August 13, 2008 – Matica Americas, the newly opened Matica office, is pleased to announce its initial distribution partners, CanCard, Data Technology Systems and IdentiSys Inc. All three distributors will work with Matica Americas to provide distribution of Matica card personalization and mailing systems. The Matica Americas office headquarters in Eden Prairie, MN offers the complete range of Matica solutions to meet end-user customer and distributor needs including equipment, software, supplies, technical services and customer support.

“We are pleased that CanCard, Data Technology Systems and IdentiSys have all agreed to become Matica Americas distributors. All three companies have extensive knowledge of the markets we serve and the Matica product offering. One of our main goals at Matica Americas is to provide world class sales and customer support, and all three distributors are noted for providing this on a daily basis to their customers. Although they had working relationships with Matica in the past, they will now be working closely with Matica Americas to expand our coverage of the Americas card personalization and mailing services markets,” said Steve Blake, President and CEO of Matica Americas.

[CanCard](#), located in Toronto, Ontario, Canada, has provided innovative solutions to the card industry for 20 years. Over that time they have evolved into an expert integrator for high-speed embossers, thermal printers and mailing/insertion machines for the plastic card industry. For the past 5 years, as Matica’s partner for the Digicard product line in North America, they have developed exciting new applications and markets for Matica. CanCard is considered a world leader for Digicard products. They have the reputation, training and resources to support Matica’s expansion in America.



[Data Technology Systems](#) is located in Ansonia, CT and Nutley, NJ and specializes in the sales and servicing of card personalization and metal plate embossing equipment. Their major markets include government, financial, healthcare, loyalty, service bureau, telecommunications and more. DTS supplies Matica metal plate embossing machines in the U.S. DTS manages and supports an extensive U.S. dealer network. DTS has recently renewed its Matica metal plate embossers' GSA schedule through 2013.

[IdentiSys Inc.](#) is a full-service identification and security sales and service provider committed to serving end users with exceptional customer service, an expansive product line and onsite service. The Eden Prairie, MN based company is the largest supplier of identification solutions to end users in North America. IdentiSys has sold and supported Matica products for nine years and has a significant installed base of metal plate and plastic card personalization systems.

“We are delighted Matica has opened the new Matica Americas facility and that they are located so close to our headquarters office,” said Deb Ferril, President of IdentiSys Inc. “We believe that the nearby location, Matica Americas staff expertise and parts, supplies and technical services availability will help us better serve our customers nationwide.”

About Matica Americas:

[Matica Americas](#) is located in Eden Prairie, MN and provides Matica equipment, software, supplies technical services and customer support for Matica products. Matica Americas serves the United States, Canada and Latin America. Matica PLC is a publicly held company, headquartered in Milan, Italy and is currently the second largest producer of card personalization solutions in the world with sales in over 100 countries. Matica designs, manufactures and markets card personalization systems and card mailing systems for customers in a range of industries. Matica offers a broad range of complementary products, together with industry expertise, resulting in the ability to distribute, around the world, one of the most complete ranges of card personalization systems. The systems are used in a wide range of plastic card personalization and metal plate embossing markets such as financial, retail, service bureau, healthcare, membership, insurance, corporate and government identity markets and more.