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FOR IMMEDIATE RELEASE

Matica Expands Card Personalization Offerings With Its New Matica Americas Operation

Eden Prairie, MN – July 18, 2008 – Matica, a European leader and the world’s second largest producer of card personalization solutions announces the opening of its new facility – Matica Americas. The new operation will provide the same complete sales, service, parts, supplies and customer support, from its Eden Prairie, MN location, that has made Matica a card personalization leader.

“We strive to provide our customers with quality product, extensive customer service and support throughout the world. In keeping with these goals, an American facility was the next step in expanding our capabilities. This location will provide solutions to meet our end-user customers and dealers needs by offering our complete range of card personalization and mailing systems,” said Sandro Camilleri, CEO of Matica. “Now we can continue to expand our market coverage and support our U.S., Canadian and Latin American customers from a central location in America. This addition, along with our other acquisitions over the past few years, serves to position Matica as a worldwide card personalization and mailing systems leader.”

Steve Blake will serve as the President and CEO of Matica Americas. Mr. Blake brings over 25 years of experience in the card and transaction industry. He has held executive positions with leading card personalization companies including Datacard, IdentiSys, Laminex and Fargo Electronics and has a track record of leadership, customer responsiveness and dramatic sales increases within these organizations. “I look forward to the opportunity to bring the Matica card personalization and mailing systems to the Americas market. I am dedicated to providing our customers and distributors with the quality, flexibility, customer service and support that is needed in our markets,” said Steve Blake. “In establishing the Matica Americas facility, one of our top priorities is that this team is focused on providing world class support and I am extremely confident that we will achieve this goal.”



Steve Blake and Sandro Camilleri, along with Gary Holland, Chairman of the Board of Matica, bring over 60 years of card personalization expertise and are noted leaders in growing companies as well as providing the vision and leadership skills to bring new products and services to market.

“I am very excited to be working once again with Steve Blake and am confident that our Matica Americas operations will be extremely successful under his leadership,” said Gary Holland. “I look forward to seeing the installation of our systems throughout the Americas and know that the customer service and distribution organization Steve is putting together will be of the very highest quality that Matica has come to be known for in the industry.”

About Matica:

Matica 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. <http://www.maticasystem.com/>

About Sandro Camilleri:

Matica CEO, Sandro Camilleri has a wealth of experience in the card industry gained over the last 10 years and has significant “hands on” international business experience within Europe, the Middle East and Asia. Sandro was previously a partner in one of the largest Datacard distributors in Europe. He is one of the key executives that built Matica to an international provider of card personalization systems.

Mr. Camilleri graduated in Business Administration, specializing in economics and finance at the European Business School in London. After a post-graduate course specializing in Financial Management at the Wharton University of Philadelphia, he developed considerable experience at Young & Rubicam in New York and at “Banco di Roma” in New York. He then moved to London where he worked at Hambros Bank as a trader in the bonds division.



About Gary Holland:

Gary R. Holland has extensive experience in the card industry gained over the last 25 years, with a deep expertise in the embossing, thermal and dye sublimation printing technologies and markets, along with a strong track record of growing companies. His successful career has included senior roles with DataCard Corporation and Fargo Electronics, Inc. From 1998 until its sale to Assa Abloy in 2006, he was CEO of NASDAQ listed Fargo, building the company and more than doubling the revenue per year. Prior to joining Fargo, Mr. Holland spent 10 years, from 1982-1992, as CEO of DataCard Corporation, and under Mr. Holland's leadership, DataCard revenues grew from under \$40 million to over \$300 million.

About Steve Blake:

Steve Blake brings more than 25 years of experience in the card industry. Prior to joining Matica Americas, he served in executive positions at DataCard Corporation as Vice President of National Account Sales, Vice President of North American Field Service, Vice President of Product Marketing and Vice President of Dealer Channel Sales. Steve also was the co-owner and co-founder of IdentiSys, Inc., where he served as the Chief Operating Officer, and he held executive positions at Laminex Inc. and Fargo Electronics, Inc.