



FOR IMMEDIATE RELEASE

THERMARK APPOINTS NEW PRESIDENT AND CEO
Company Continues to Forge Presence in Industrial Marking

LOS ANGELES - (May 4, 2007) – Joel Assaraf takes over the role of President and CEO of TherMark Holdings, Inc., moving into the key leadership position after serving as President and Chief Operating Officer.

In May 2006, Assaraf joined TherMark as Senior Vice President, Sales and Marketing, after the company secured \$1.7 million in Series A funding. In December 2006, he was appointed to the position of President and Chief Operating Officer. In March 2007, the company raised an additional \$850,000 in funding.

As President and CEO, Assaraf takes the helm of a company recognized as a leading developer of laser marking technology and materials. TherMark is well known within the industry as offering a reliable method to apply more permanent, readable information directly to a variety of surfaces. TherMark's patented laser marking process not only produces permanent, high-contrast, high-resolution marks, but it also generates marks in a variety of colors on a number of different surfaces including metals, ceramics, glass, porcelain, plastics, marble and granite.

During his tenure at TherMark, Assaraf has directed the company's first acquisition of TherMark-related assets from Advanced Identification, Inc., the expansion of its U.S. salesforce, and a major corporate rebranding effort that included a new Web site as well as new product packaging. Assaraf plans to continue to forge a presence for TherMark, especially in the industrial marking arena.

"We are in a unique position in that our laser marking technology and materials are applicable across a broad spectrum of industries – from automotive and aerospace to medical devices to design and decor," said Assaraf. "We will continue to capitalize on our patented laser marking process to ensure the continual growth and strength of TherMark. We also recognize the value of furthering developments in product innovation and fostering customer relationships to the profitable growth of TherMark in a highly competitive market."

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Before joining TherMark, Assaraf was Chief Financial Officer with PAC, a contract packager of personal care products for companies such as Procter and Gamble, Unilever, Colgate-Palmolive, and Neutrogena. Prior to that, he held the position of Corporate Executive Vice President of OK International, a manufacturer and marketer of rework equipment and consumable supplies to the electronics industry, and President of Metcal, the company's largest operating unit.

Prior to OK International, Assaraf was part of a turnaround team to shore-up sagging profits at Chemtronics, a leading manufacturer of superior performing specialty chemical and swab/wipe products used in electronics and electrical service, repair and manufacturing. Assaraf began his career in the chemical and paper manufacturing industry with positions in sales, marketing, product development and management at The Dow Chemical Company, Kimberly-Clark Corporation and Scott Paper Company. In addition, Assaraf held several interim executive positions with Siemens Electronic Assembly Systems and PolyVision Corporation.

Matt Ridenour, TherMark's previous CEO, will remain on the Board of Directors and will continue in an advisory capacity for the company.

About TherMark Holdings, Inc.

Founded in 1996, TherMark has grown to be the expert in laser marking technology. TherMark's patented laser marking process and materials expand the capabilities of all types of lasers to quickly produce permanent, high-contrast, high-resolution marks (for custom text, identification, logos, designs, etc.), in black and in an assortment of colors, on a variety of surfaces including metals, glass, ceramics, porcelain, plastics, marble, granite and stone. Since its inception, the company has diligently worked to improve its laser marking technology and products on an ongoing basis. TherMark has expanded its capabilities to serve a global audience across a broad spectrum of industries including automotive; aviation and aerospace; medical and surgical devices; home appliances; cutlery; sanitaryware; instrumentation; machinery and tools; awards and recognition; and design and décor. For more information on TherMark's laser marking technology and products, visit www.thermark.com.

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