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**THERMARK HOLDINGS MAKES FIRST ACQUISITION WITH PURCHASE
OF THERMARK-RELATED ASSETS FROM ADVANCED IDENTIFICATION, INC.
*West Coast Laser Marking Technology Company Increases Eastern Presence***

LOS ANGELES – TherMark Holdings, Inc., the leading developer of laser marking technology and materials, wasted little time in making its first acquisition with the purchases of TherMark-related assets from Pittsburgh-based Advanced Identification, Inc., a world leader in parts identification and 2D data matrix marking-related technologies.

TherMark recently completed a \$1.7 million Series A funding in April 2006 to meet the growing worldwide demand for permanent laser marking, especially in the arena of Direct Parts Marking (DPM). The TherMark-related assets include an extensive customer database, existing product inventory, and personnel with extensive TherMark process and laser marking knowledge. This acquisition provides additional value and potential markets for TherMark's industry-leading laser marking solutions, creating a TherMark-owned Eastern distribution center. In addition, TherMark taps into a wealth of solutions for product identification and traceability applications.

"Advanced Identification and TherMark have already enjoyed a successful partnership for the last five years," said Matt Ridenour, TherMark's CEO. "The deep knowledge gained from our partnership, especially in regard to parts identification using laser bonding of marking materials for industrial parts, will provide TherMark with a solid foundation to aggressively compete in the DPM marketplace. This acquisition will enable TherMark to not only cultivate an already solid industrial customer base, but also to enhance our current distribution, service and support in the Eastern Region."

The acquisition of these assets from Advanced Identification will also notably strengthen TherMark's customer service, especially with the naming of Lori Keffalas as Distribution Center Manager for the Eastern Region. Keffalas brings years of TherMark process customer service experience to the TherMark team.

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“This is a natural progression in our company’s growth,” said Joel Assaraf, senior vice president, sales and marketing. “We’re excited to embrace such a well-established customer base and look forward to using this acquisition to improve our service and support for clients worldwide.”

Advance Identification, Inc., headed by Mike Stover, continues to operate and provide expertise in the parts identification, UID and traceability fields by offering a complete line of laser marking equipment, barcode/2D matrix scanners and associated solutions.

About TherMark Holdings, Inc.

Founded in 1996, TherMark has grown to be the expert in laser marking technology. TherMark’s patented laser marking process quickly produces permanent, high-contrast, high-resolution marks, in an assortment of colors, on a variety of surfaces including metals, ceramics, glass, crystal, hard 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 awards and recognition; signage; medical and surgical instruments; automotive; home appliances and décor; manufacturing; and aviation and aerospace. TherMark is changing the face of decorative and industrial marking today just as Xerox revolutionized document copying 50 years ago. TherMark’s process is the only method currently available that meets the full range of requirements for the highest quality in laser marking. For more information on TherMark’s laser marking technology and products, visit www.thermark.com.

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