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**I.D. Images LLC, a Leader in Variable Information Labeling Solutions, Acquires Specialty Tape & Label**

Brunswick, Ohio, June 30, 2010 – I.D. Images today announced it acquired the assets of Chicago, IL based label converter, Specialty Tape & Label. Terms of the transaction were not disclosed.

Specialty Tape & Label is the second strategic acquisition over the past year for I.D. Images. The acquisition enhances I.D. Images' capabilities with unique technology, equipment and processes. Enhanced capabilities include digital printing as well as unique multi-web handling for combination forms, coupons and integrated cards to name a few. The acquisition also enlarges I.D. Images' distribution footprint to meet growing demand of Variable Information Labeling media products in the region. These capabilities align strategically with I.D. Images' long-term focus on higher value growth segments like healthcare, food, electronics, chemical and consumer durables.

"We're very excited about the acquisition as it will provide our collective customer base with a host of new capabilities, products, and services to better serve their customers", according to Brian Gale, President, of I.D. Images. "Specialty Tape & Label has a history of providing unique solutions to technically challenging applications. Both companies share a 'customer first' approach to business. We look forward to working with Al, Ken and Rick Paveza and the team at Specialty Tape."

I.D. Images will continue to maintain operations at the existing Specialty Tape & Label facility and fully expects to expand products distributed out of that facility to better service customers in that region.

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I.D. Images, founded in 1995, is a leading manufacturer of converted label media for the [Variable Information Printing](#) (VIP) market. The company specializes in providing label solutions for product and package identification across varied markets including Transport and Logistics, Retail, Food and Beverage, Office Products, Consumer Durables and Healthcare. I.D. Images offers a comprehensive product offering for VIP printing technologies including [Thermal Transfer](#), [Ribbons](#), [Direct Thermal](#), Ink Jet and [Laser](#) Cut Sheet media, on various paper and film or synthetic substrates. In addition, I.D. Images offers significant custom label capabilities including four-color printing and various adhesive systems to meet virtually any application need. The label media is used in various applications including shipping, inventory tracking, asset identification, shelf marking, prescription, patient identification, drum and sports equipment to name a few. I.D. Images sells exclusively through distribution with a primary focus on packaging distributors, value added resellers and other label converters.

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