



Seiko Instruments USA Inc.

FOR IMMEDIATE RELEASE

**NEW LABEL TRAY FOR SMART LABEL PRINTERS ALLOWS HIGH CAPACITY
PRINTING FOR INVENTORY, SHIPPING, LABELS, BUSINESS CARDS**

*Tray, Available only from Seiko Instruments, Convenient for High Volume Printing Needs
Of Medical Suppliers, Distributors, Industrial Business Owners, Teachers*

TORRANCE, Calif. – August 22, 2007 – Seiko Instruments USA is now offering a high capacity label tray for its flagship line of Smart Label Printers (SLPs). The new label tray allows suppliers, distributors and other business users to quickly print shipping and address labels, inventory tags, business and appointment cards and other kinds of high volume label printing.

Seiko Instruments is the first supplier to offer a high capacity label tray for its compact, desktop label printer, a convenient tool for any office or warehouse environment.

“Seiko Instruments’ new High Capacity Label Tray gives anyone who needs to print in high volume a convenient tool that will make their lives easier and their day more productive,” said Dennis Cox, director of sales and marketing, Business and Home/Office Products Division, Seiko Instruments USA. “It’s great for healthcare facilities, government offices, retail stores, factories and schools – and only available from Seiko.”

Seiko Instruments' new High Capacity Label Tray is ideal for many different applications; medical, dental and veterinary care professionals, who package their own generic medicines, can now easily and quickly label inventory for their shelves.

Distributors can use the SLP/tray combination for their franchise or chain stores, to create labels for shipping products from their warehouse to a local store. Manufacturers and home office bulk mailers can quickly run address labels. The tray can even be used in shipping yards, where shipments coming through customs can easily be bar-coded and disbursed to suppliers.

Teachers will find many uses for the product as well. For example, they can quickly label specialized assignments or class schedules for large classes.

Available with any of three convenient label types – address, multi-purpose and shipping – Seiko's new label tray is quick and easy to assemble and use with any current model SLP. Each label type ships in 900 – 1,700 label quantities, resulting in a substantial cost reduction, in price per label for the customer.

Seiko Instruments Smart Label Printers allow the user to create one label at a time for envelopes, files, storage boxes, bar codes and a variety of other office and industrial applications. The small footprint, desktop printers can also make great name tags, ID badges, business and appointment cards for formal parties, trade shows, conferences and other business or social events.

Operating System Compatibility

The new Smart Label Printer High Capacity Tray is compatible with all current 400 series printers from Seiko Instruments, including the 420, 440 and 450 models. Perfect for small, mid-size or large business users who want to speed up operations, the new High Capacity Tray works with both Mac OS 10.3 and above and Windows 2000, XP, 2003 and Vista operating systems.

Pricing, Availability & Distribution

The Smart Label Printer High Capacity Tray is now available for purchase starting at \$24.99 from the company's web site at www.siibusinessproducts.com. The label tray can also be ordered by calling the company's toll free number at (800) 688-0817.

About Seiko Instruments USA Inc. (SIU)

Seiko Instruments USA's Business and Home/Office Products Division produces products designed to enhance productivity in small business, home office and a variety of vertical industry markets. The company's products are sold through computer resellers, system integrators, computer superstores, mail order and online catalogs in the Americas, Europe, Australia, South Africa, the Middle East and India.

SIU headquarters are in Torrance, Calif. For more information, visit our web site at www.siibusinessproducts.com.

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