

BIXOLON Announces Promotion of Vice President of Sales and Marketing to Senior Vice President

Recognized Industry Veteran Expands Role

Torrance, CA – April 22, 2011 – BIXOLON America, Inc. is proud to announce the promotion of David Roberts to Senior Vice President. Roberts has been promoted to this position after serving as BIXOLON's Vice President of Sales and Marketing for the past six years. As Senior Vice President, Roberts will be responsible for the strategic business direction and executive management of BIXOLON's Point-of-Sale, Auto-ID and mobile printer product lines.

"BIXOLON America is pleased to appoint David Roberts to the position of Senior Vice President," said Sam Son, President, BIXOLON America, Inc. "During his time as Vice President of Sales and Marketing, David's leadership, his established relationships with tier one customers and his in-depth industry knowledge has been a driving force behind BIXOLON's continued growth," added Mr. Son.

While continuing to build on his successes in developing new direct/OEM opportunities, Roberts will take on a broad range of new responsibilities, including channel management for the Americas. With more than 16 years of experience in Brazil, Roberts is fluent in Portuguese and Spanish.

About BIXOLON

BIXOLON's point-of-sale receipt, label, and mobile printers' advanced technologies provide a wide array of innovative solutions for such industries as retail, hospitality, healthcare, banking, ticketing, post/parcel, and warehousing. BIXOLON's thermal, impact and inkjet printers' intuitive POS software offers extensive customization capabilities. A leader in the global mini printer market, BIXOLON was a specialty printing division of SAMSUNG in the 1990s, and was spun off in 2002.

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