

## Press Release

### *Bordeaux Inc. Exhibits*

#### *At ISA INTERNATIONAL SIGN EXPO 2010*

*April 8-10 at Orange County Convention Center, Orlando FL*

*Booth 2634*

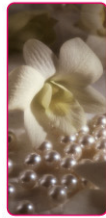
***Santa Clara, CA – March 10<sup>th</sup>, 2010 - Bordeaux Inc. introduces innovative UV and UV LED inks for the emerging wide format UV inkjet printers. This ink complements Bordeaux's Super Wide and Flat Bed UV inkjet printers. This new ink is a milestone for Bordeaux which opens new economic bounds in the digital inkjet market.***

Bordeaux's pioneer UV ink is another Bordeaux benchmark in innovation. The ink has been formulated and adapted to the specific requirements of wide format printers and new technologies such as the Mimaki UV and UV LEDs ink. This innovative solution, PLASMA PUVM is equivalent in performance yet is offered at significantly lower cost.

"ISA is a good opportunity to exhibit the company's new products and technologies such as the revolutionary UV and UV LED for wide format printers which are becoming more widespread as well as the PRMS family which is an enhancement to the mild solvent ink product line" says Erez Shoshani, Bordeaux Inc. General Manager.

The PRMS mild solvent product line, leverages Bordeaux's newest ink technology for Mimaki™ mild solvent printers such as the JV33 and JV5 which embed the new age Epson™ printheads. The PRMS family maximizes the printers' performance achieving high quality prints and consistent colors at lower price.

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In addition Bordeaux introduced in recent months Ink Packs compatible with the Mimaki Bulk Ink System. The Ink Packs match in every aspect the Mimaki bulk ink system. The Ink Packs are filled with Bordeaux's PRMS inks which are already installed on hundreds of machines worldwide and designed according to Bordeaux's strict specifications to fully match the Mimaki bulk ink system.

### **About Bordeaux**

Bordeaux offers high performance products at lower cost. This improves price performance and enables Bordeaux's customers to significantly reduce their operating costs while improving the quality of their prints.

Bordeaux Digital PrintInk is one of the worldwide market leaders developing and marketing high quality generic inks for wide and super wide digital printers such as Roland™, Mimaki™, Mutoh™, HP™ and Seiko™ CP and many more types of ecosolvent, mild solvent, UV Curable and hard solvent inks.

For more information visit us on line at: <http://www.c-m-y-k.com/promo/usa>

We invite you to see our company movie on Youtube.com:

[http://www.youtube.com/watch?v=HSpm6p\\_ZD28](http://www.youtube.com/watch?v=HSpm6p_ZD28)

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