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Microcom Corporation Unveils New Web Site and Logo

Lewis Center, Ohio—Microcom Corporation has a new look. The leading maker of specialty-use thermal printers and boarding gate readers today unveiled a new logo and Web site at www.microcomcorp.com. The move is part of Microcom's strategy to align its corporate and product branding initiatives.

"We wanted our logo and Web site to better articulate our company and products strengths and to differentiate us from our competitors," said James Larson, President and CEO of Microcom. "The new site not only looks better, but has more content and allows visitors to search for products by industry, category, or find a specific printer by model number. Overall, visitors will gain a better perspective of our unique products in less time."

The new site also includes information on Unimark Products, a company Microcom acquired last year.

The site was designed and built by Next Stage Digital, a comprehensive business solutions, Internet and Web site design company based in Los Angeles.

About Microcom

Microcom Corporation is a privately held leading maker of specialty-use thermal printers and boarding gate readers employed throughout the world. We deliver innovative business management solutions for transportation, healthcare, mail-sorting, and specialty printing industries. In addition, Microcom offers labels, tags, tickets and other consumables. For more information, please visit www.microcomcorp.com/about.htm