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FOR IMMEDIATE RELEASE

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BlueStar Expands Receipt, POS, and Barcode Label Printer Portfolio with Citizen System America

Hebron, KY, March 26, 2010 - BlueStar, a leading global distributor of ADC, Mobility, Point-of-Sale, RFID, and Security technology solutions, has announced a distribution agreement with Citizen Systems America. BlueStar will distribute Citizen System America's products in the U.S., Canada, and Latin America. This agreement is part of a strategic initiative by both companies to address new opportunities within a global marketplace.

"Success in today's printing markets requires an advanced degree of creativity and a go-to-market infrastructure that can optimize operations, improve productivity, and deliver competitive services to customers," said Oscar Ibarra, Executive Vice President at Citizen Systems America. "This agreement significantly expands Citizen's printing portfolio and underscores our role as a global strategic technology and printing solutions partner."

Citizen Systems engineers receipt printers, POS printers and barcode label printers. Under the agreement BlueStar will provide value-added resellers with solutions for industries varying from hospitality and restaurant environments to healthcare and small manufacturing organizations.

"BlueStar is proud to enter this agreement and represent the Citizen brand worldwide," said Steve Cuntz, President and CEO at BlueStar. "This partnership gives us a competitive advantage in several printing categories where cutting edge functionality and better pricing is a must."

About BlueStar

BlueStar is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, and Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions and business development support. The company brings unequaled expertise to the market, offers award-winning technical support, and is an authorized service center for a growing number of manufacturers. For more information about BlueStar value-adds for VARS and independent software developers, please contact a BlueStar Account Executive at +46 40-680-0280 or login to www.bluestarinc.com.

About Citizen Systems America

Citizen Systems America develops and markets Citizen point-of-sale printers, industrial printing solutions, barcode label printers, portable thermal, serial matrix printers, Thermal and Impact POS printers and OEM printer mechanisms that are used in a variety of industries from foodservice to retail to banking. For three decades, Citizen Products have set the standard for performance, reliability and value among printers.

A wholly independent U.S. corporation, Citizen Systems America is the U.S. subsidiary of Citizen Systems Japan, the electronic products affiliate of Citizen Watch Co. Ltd., Japan, the world-renowned manufacturer of fine timepieces. Citizen Systems America's headquarters are located at 363 Van Ness Way, Suite 404, Torrance, CA 90501 (310) 781-1460. For more information, please visit Citizen Systems America's website at <http://www.citizen-systems.com>.



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