CITIZEN

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<u>**FOR IMMEDIATE RELEASE**</u>

Citizen Launches New Point-of-Sale, Barcode and Mobility products to start 2018

TORRANCE, Calif. (January 8, 2018) – Citizen Systems America Corporation, a leading manufacturer of world-class printing technology, is proud to announce three new products across three mainline printer categories; the CT-E651 point-of-sale product, the CMP25L Mobile printer and the newest addition to its barcode printer line the CL-E300 direct thermal product.

In **point-of-sale**, similar to its sibling printer, the CT-E351, the NEW CT-E651 also has the modern, cubic design measuring the same height as a cash drawer (approx. 4.25") so it fits seamlessly in small spaces as well as front exit printing allowing it to prevent mechanisms from spills or morsels protecting it from need of service. Users in contemporary shops, bars, and restaurants who desire hardware that embraces modern aesthetics can be rest assured that the CT-E651 fulfills those needs in addition to quality and value.

Although compact in size, the CT-E651 capabilities are quite large with all of its outstanding features. All models possess speedy 300mm/s print speed to meet the high demands of consumers during peak times and standard connectivity of USB 2.0, with options of LAN, Serial, WiFi, and Bluetooth interfaces also assure the user base is connected.   The CT-E651 is mobile POS (mPOS) ready so it is easy to assimilate into an existing platform using mobile devices such as smart phones and tablets.   Software development kits are also available for iOS, Android, and Windows compatibility.

In the **mobile printing** space, having a small form factor yet fully functional mobile printer is key. The CMP25L brings all the robust benefits and design traits of the CMP20 2-inch mobile printer model with a few extra benefits, including the ability to print on

label stock and not only receipts! With robust specifications like a productive 5 inches per second print speed, flexible connectivity options, including 802.11a/b/g WIFI, Bluetooth 2.0, USB 2.0 and RS-232 serial (in orderable configurations) the CMP25L brings many key values alongside its ability to print labels and not just receipts.

For the **barcode printer** users, the ever evolving needs of the marketplace is a blend of features and price. The new Citizen CL-E300 product brings a strong blend of features at the most economical prices for the budget constrained user base. Featuring a similar look and feel to the new point-of-sale products from Citizen, the space efficient and attractive new model also brings a quality engineered and nicely featured product to the full line of barcode printer products, Featuring ultra-fast desktop print speed at 8-inches per second the CL-E300 is a formidable performer at a very attractive economical price. Best of all the CL-E300 features Ethernet standard!

"The new products we are bringing to market in the various segments we focus on are meant to continue the Citizen mission of providing high quality products at a formidable savings to the budget." Said Vic Barczyk, Executive Vice President of Citizen Systems America.

All three products are available with distribution for ordering beginning February 1, 2018. For more information and datasheets, please visit our website at www.citizen-systems.com.

About Citizen Systems America

"Citizen Systems America" is the America subsidiary of Citizen Systems Japan - the electronic products affiliate of Citizen Watch Co. Ltd., Japan, the world renowned manufacturer of fine watch timepieces. Citizen headquarters is located in the greater Los Angeles area, California.

Citizen develops and markets Printers for point-of-sale, industrial solutions, barcode and label, portable and general thermal technology usage applications. Citizen products provide Thermal, solutions for packaged and OEM printer mechanisms that are used in a variety of industries including, retail, manufacturing, food service, healthcare, banking and many more.

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For over four decades, Citizen products have set the standard for performance, reliability and value in the marketplace. For more information, please visit Citizen Systems America's website at: **www.citizen-systems.com**.

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