



FOR IMMEDIATE RELEASE

ABnote™ North America Introduces Lenticular Printing Capability

New patent pending technology provides better effects at a lower price.

Boston, Massachusetts, July 29, 2009 – ABnote North America, the leading plastic card and secure document printer in North America, is introducing lenticular printing on medium to long run plastic card and poster products. Lenticular printing, enabling printed images to appear three dimensional or even animated, is created in a process where an interlaced image is reverse printed directly on the smooth backside of a multi-angled lenticular lens.

The new capability, branded AB Lenticular™, uses patent pending technology and delivers 30% more animation and three-dimensional (3D) depth than comparable technologies in the plastic card industry. This is achieved by a combination of utilizing the highest quality and most optically clear lens available in the industry, printing with precise registration, and tight monitoring of process controls. Archival quality inks are also used to increase longevity of the image. Available lenticular effects include the “flip”, “morph”, “zoom”, “3D” and even full motion video. Up to two effects can be combined on the same project to create high impact eye catching graphics.

AB Lenticular™ products are free of Poly Vinyl Chloride (PVC) making them less expensive than competing products on a relative basis resulting in more overall value. In addition, the PVC free technology consumes fewer natural resources.

ABnote is partnering with Tracer, a leading producer of high quality lenticular products, to introduce Tracer’s patent pending technology in the plastic card industry. Tracer’s technology utilizes a single substrate, a thick lenticular lens, and is printed with an array of specially formulated inks. This process yields optimum image clarity and eliminates the multi-substrate composition typically used in the industry, reducing manufacturing cost. Working together, ABnote and Tracer will also offer press proofs, rather than the more difficult to visualize composite proofs, at no additional charge to ensure clients get the desired effects.

Steven Spiro, chief executive officer of Tracer says “ABnote has a long history of trust and innovation. AB Lenticular™ uses Tracer’s proprietary technology to offer the very best in lenticular printing combined with the high quality standards of ABnote’s printing and card processing. The combination of such, for the first time, allows for world class lenticular printing in the form of plastic cards, at extremely competitive prices. The ability for ABnote’s clientele to receive a press proof for each lenticular job is a competitive advantage allowing for better quality and greater predictability on its AB Lenticular™ offering. While we encourage clients to attend their first press check to experience the lenticular printing process, a press proof eliminates the cost and inconvenience of traveling.”

Jake Jacobs, executive vice-president of Sales and Marketing adds “AB Lenticular™ delivers unparalleled image quality and amazing effects at a very competitive price. Studies have shown that lenticular printing grabs attention and increases response rates. We are excited to offer another way for our customers to make their ‘print come alive’ and improve their program returns.”

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About ABnote™ North America

Originating in 1795, ABnote North America, a division of American Banknote Corporation, is a premier and trusted provider of secure printing and related services. Primary products include commercial plastic cards (gift, loyalty, and membership), financial cards (debit and credit cards), identification and secure access cards (drivers’ licenses, national ID cards, hotel and facility entry cards), secure documents (savings bonds, stock certificates, passports, vital records, vehicle records, and checks), and related services (personalization, warehousing, distribution, and fulfillment). ABnote North America is also the exclusive distributor of stamps for the United States Postal Service. For more information on ABnote North America and its products, visit www.ABnoteNA.com or call 800-776-7333.

About Tracer

Established in 2002, Tracer, with headquarters in White Plains, New York, is the nation’s leading supplier of high quality lenticular printed products. Tracer’s manufacturing locations include Chicago and Los Angeles. Tracer is one of the largest consumers of lenticular lenses in the North America. For more information on Tracer and its products go to www.tracer1.com or call 914-949-3958.

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