

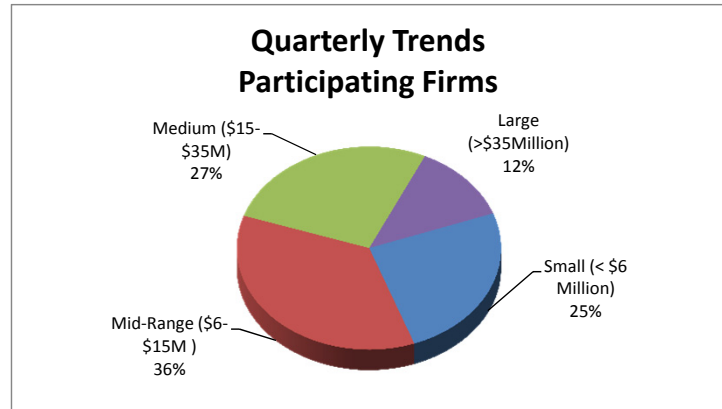
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The summary results graphs will provide you with overall directional trends in the industry while the detailed results tables on page 5 will provide you with more detail regarding the magnitude of the directional shifts. Please note that all respondents are given equal weighting (the results are not weighted by size of company). This report represents the results of the 2nd Quarter, 2010 Quarterly Trends Survey. A total of 56 firms responded to the survey. The report demographics are as follows:

DEMOGRAPHICS

	Number of Respondents
All Respondents	56
Small (< \$6 Million)	14
Mid-Range (\$6-\$15M)	20
Medium (\$15-\$35M)	15
Large (>\$35Million)	7
Results Reported For:	
Tag Operations Only	1
Label Operations Only	35
Both Tag and Label Operations	20



2nd Quarter Key Findings

- The results for the 2nd Quarter TLMI Quarterly Trends seem to be mirroring the trends of the overall economy. Many of the leading economic indicators are showing a slowing of the declines and, in some instances, a reversal or upward trend. These reversals of trends are positive on a month-to-month or quarter-to-quarter comparison basis. In addition, many of the indicators are positive year-over-year, although much of this is attributable to a weaker than normal 1st half of 2009.
- Sales for the 2nd Quarter, 2010 vs. the 1st Quarter, 2010 increased for 73% of the responding firms. Profits were very similar, increasing for about 63% of the responding firms.
- Just over 84% of the respondents reported an increase in year-over-year sales for the 2nd Quarter, 2010 vs. 2nd Quarter, 2009. Additionally, about 70% of the respondents reported increasing profits for the 2nd Quarter, 2010 vs. 2009. Some of this may be attributable to a weaker than usual 2nd quarter, 2009 but this is still a positive sign.
- The majority of the respondents (81%) are running at a 1 or 2 week backlog. Just under 60% of the respondents reported increasing backlog for the 2nd Quarter, 2010 vs. 2009.
- The majority of the respondents reported lead time requested from customers of 1 to 2 weeks, with 38% reporting 1 week or less and 60% reporting 2 weeks. About three-fourths of the respondents indicated a 1 week or less lead time from suppliers.
- The majority of the small firms operate only 1 shift currently while all of the larger firms responding reported operating 3 shifts.
- For the 2nd Quarter, 2010 vs. the 1st Quarter, 2010, only 5% of all respondents reported a decrease in their number of employees and 36% indicated an increase in their number of employees.
- For the majority of the respondents, labor costs and press labor rates have remained about the same for the 2nd quarter, 2010 vs. 1st quarter, 2010. As for material costs, just under half of the respondents reported an increase compared to the previous quarter.

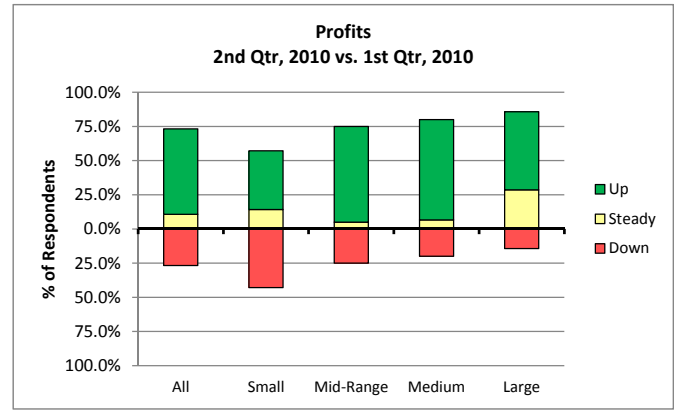
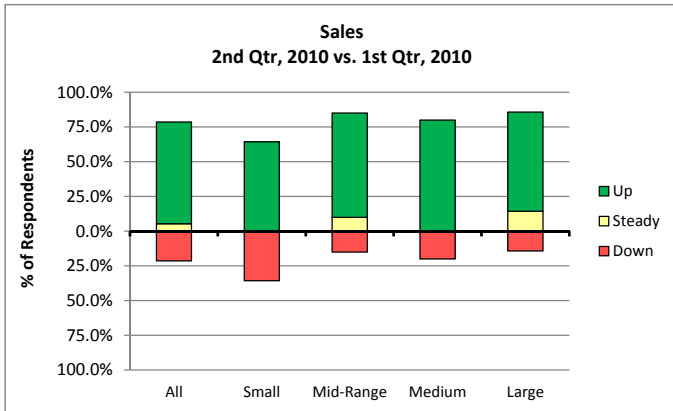
What Respondents are Saying...

- "Business outlook is improving."
- "Things are getting better - sales are rebounding, and the belt tightening of the past 18 months are helping."
- "Lead times from customers have shortened as they are trying to find a balance between meeting their customer orders while maintaining lower inventory levels."
- "...incremental cost increases - particularly in raw materials, energy and insurance - have reduced our profitability."
- Several respondents indicated the challenge of managing the issue of increased material costs and other inflationary concerns.

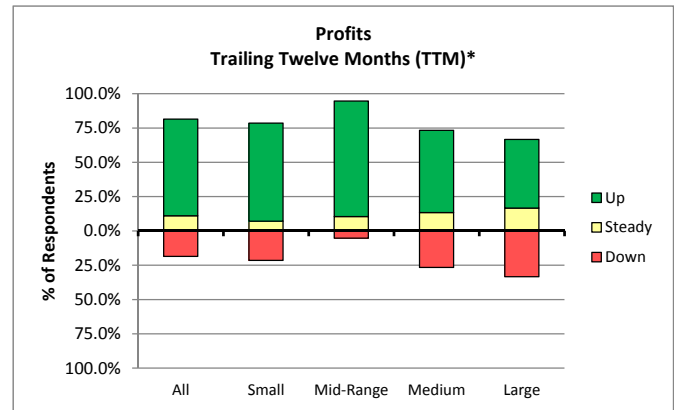
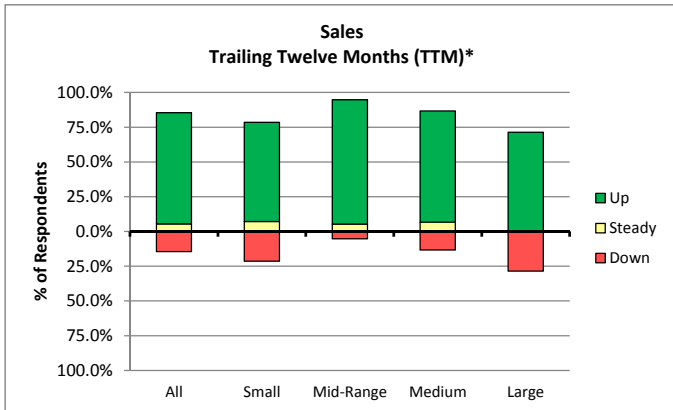
The statistical information contained in this report are indicators of past performance and in no way should be construed as indicators of future performance in the industry. The statistical information contained in this report is believed to be representative of the companies responding to the survey. All reasonable efforts were taken by Industry Insights, Inc. to assure data comparability within the limitations of reporting procedures. However, the data used in this report are not necessarily based on audited financial statements and the statistical validity of any given number varies depending upon sample sizes and the amount of consistency among responses for that particular figure. Industry Insights and TLMI, therefore, make no representations or warranties with respect to the results of this study and shall not be liable to clients or anyone else for any information inaccuracies, or errors or omissions in contents, regardless of the cause of such inaccuracy, error or omission. In no event shall Industry Insights and/or TLMI be liable for any consequential damages.

QUARTERLY TRENDS REPORT

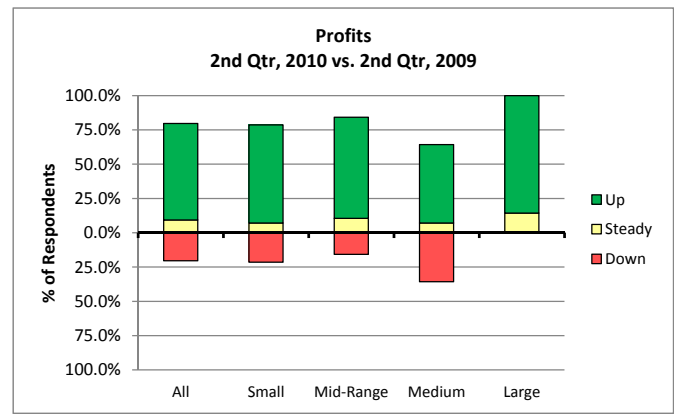
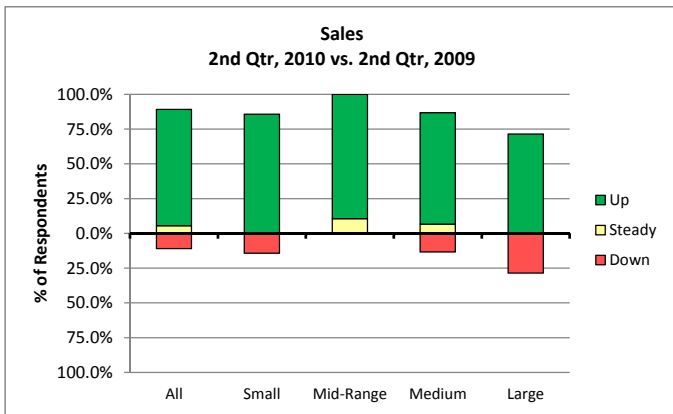
SUMMARY RESULTS - Sales and Profits



Sales for the 2nd Quarter, 2010 vs. the 1st Quarter, 2010 increased for 73% of the responding firms. Profits were very similar, increasing for about 63% of the responding firms.



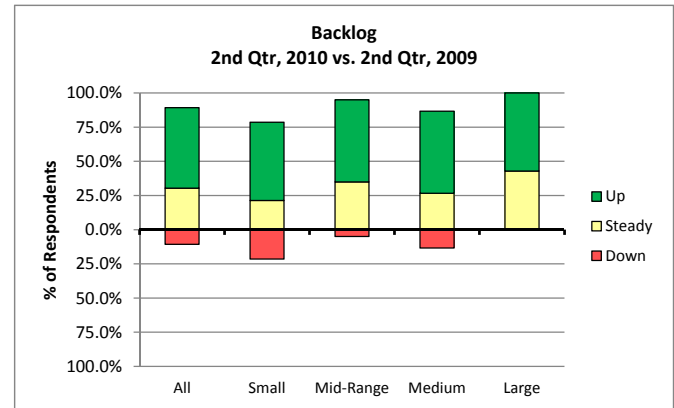
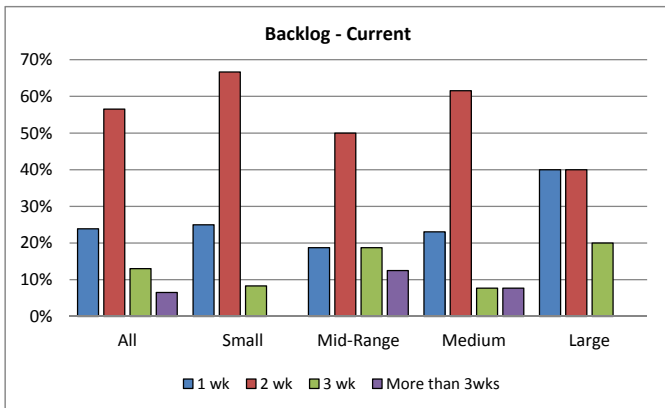
Sales for the trailing twelve months ending in the 2nd Quarter, 2010 vs. the trailing twelve months period ending in the 2nd Quarter, 2009, increased for 80% of the responding firms and TTM Profits were up for 70% of the firms. All of the various sales volume categories had 50% or more experiencing increased sales and profits for the trailing twelve months.



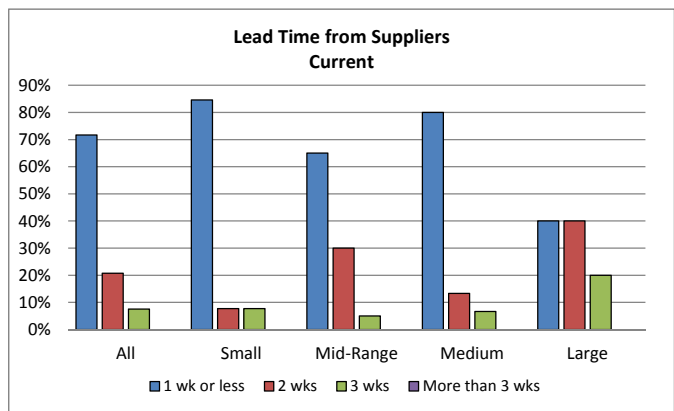
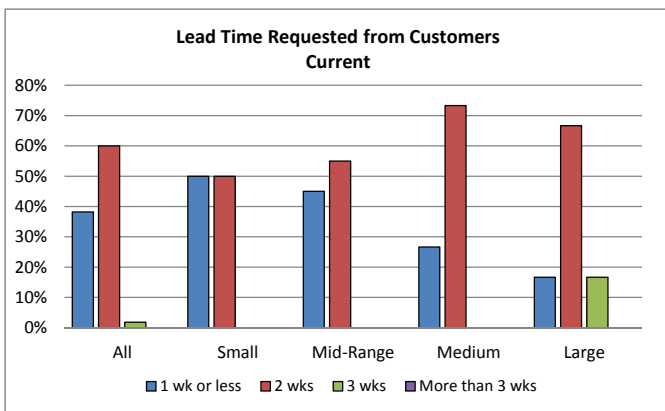
The majority of the respondents reported an increase in year-over-year sales and profits for the 2nd Quarter, 2010 vs. 2nd Quarter, 2009 (84% and 70% respectively). Some of this may be attributable to a weaker than usual 2nd quarter, 2009 but this is still a positive sign.

*For example, for the 2nd Quarter 2010 Trailing Twelve Months Sales would be sales for July 1, 2009 - June 30, 2010 compared to sales for July 1, 2008 - June 30, 2009.

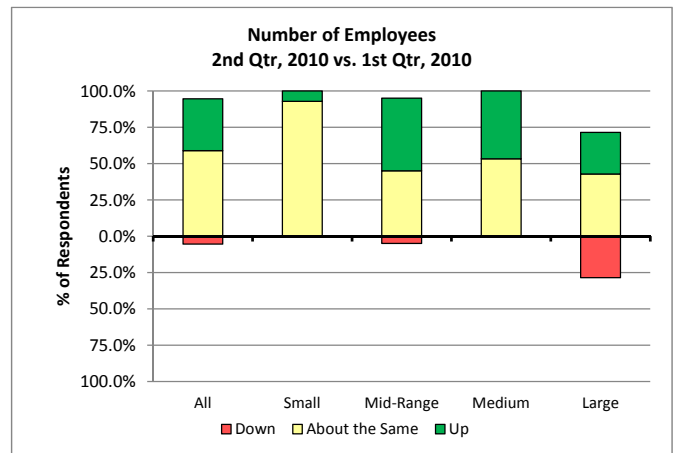
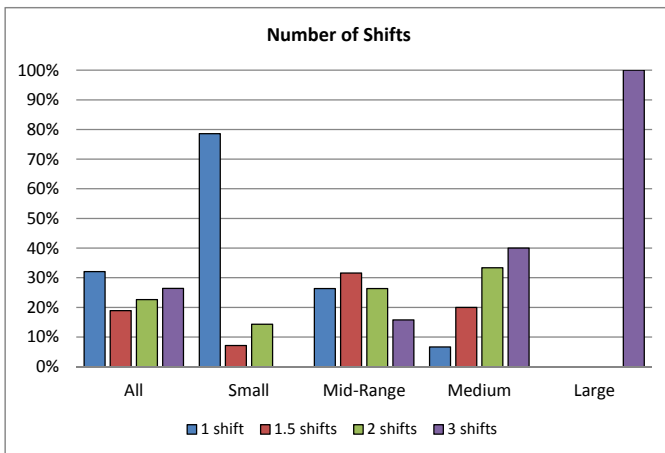
SUMMARY RESULTS - Backlog, Lead Times, Number of Shifts, and Number of Employees



The majority of the respondents (81%) are running at a 1 or 2 week backlog. Compared to last quarter, there are about the same number of companies reporting current back log at 3 weeks or more. Just under 60% of the respondents reported increasing backlog for the 2nd Quarter, 2010 vs. 2009.

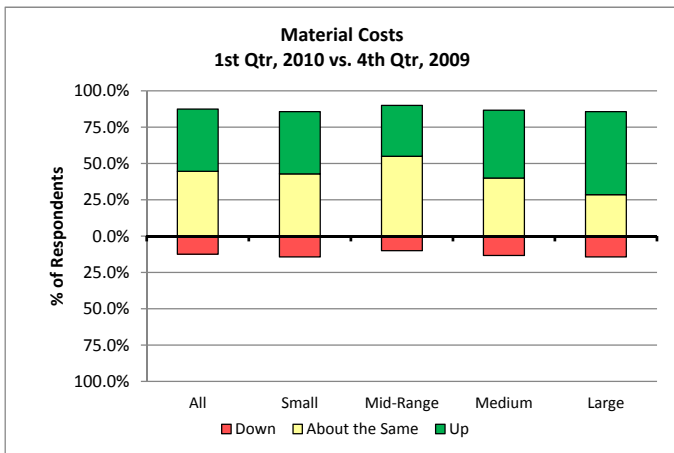
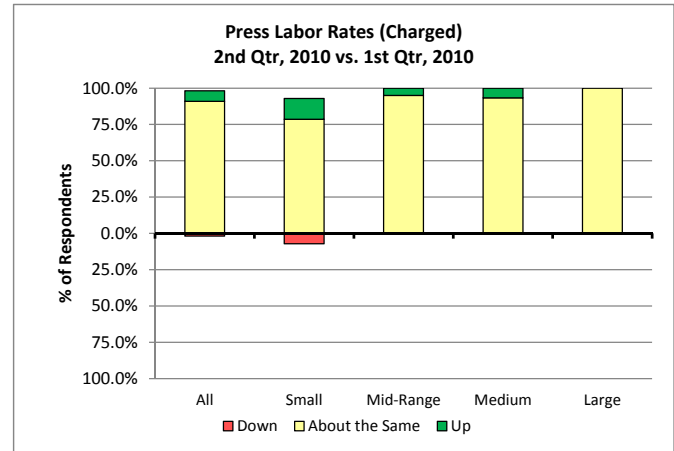
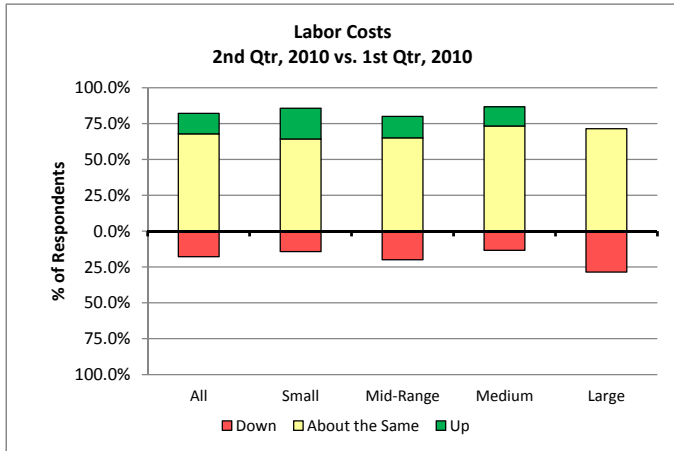


The majority of the respondents reported lead time requested from customers of 1 to 2 weeks, with 38% reporting 1 week or less and 60% reporting 2 weeks. About three-fourths of the respondents indicated a 1 week or less lead time from suppliers.



The majority of the small firms operate only 1 shift currently while all of the larger firms reported operating 3 shifts. For the 2nd Quarter, 2010 vs. the 1st Quarter, 2010, only 5% of all respondents reported a decrease in their number of employees and 36% indicated an increase in their number of employees. This is the fourth consecutive quarter that over 50% of the respondents reported their number of employees have remained about the same vs. the previous quarter.

SUMMARY RESULTS - Labor Costs, Press Labor Rates, and Material Costs



For the majority of the respondents, Labor costs and press labor rates have remained about the same for the 2nd quarter, 2010 vs. 1st quarter, 2010. Although, 14% of the respondents reported an increase in labor costs. About 43% of the respondents reported an increase in material costs compared to the previous quarter.



QUARTERLY TRENDS REPORT

DETAILED RESULTS

CATEGORY (Company Classification)	SIZE OF FIRM									
	All Respondents		Small		Mid-Range		Medium		Large	
	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent
CATEGORY (Company Classification)	56	100%	14	25%	20	36%	15	27%	7	13%
SALES										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down 10.0% or More	3	5%	1	7%	1	5%	1	7%	0	0%
Down 5.0% to 9.9%	5	9%	3	21%	1	5%	1	7%	0	0%
Down Less than 5.0%	4	7%	1	7%	1	5%	1	7%	1	14%
Steady (0%)	3	5%	0	0%	2	10%	0	0%	1	14%
Up Less than 5.0%	13	23%	4	29%	4	20%	4	27%	1	14%
Up 5.0% to 9.9%	14	25%	1	7%	6	30%	4	27%	3	43%
Up 10.0% or More	14	25%	4	29%	5	25%	4	27%	1	14%
Total	56	100%	14	100%	20	100%	15	100%	7	100%
Compared to Trailing 12 months										
Down 10.0% or More	4	7%	1	7%	1	5%	2	13%	0	0%
Down 5.0% to 9.9%	1	2%	1	7%	0	0%	0	0%	0	0%
Down Less than 5.0%	3	5%	1	7%	0	0%	0	0%	2	29%
Steady (0%)	3	5%	1	7%	1	5%	1	7%	0	0%
Up Less than 5.0%	11	20%	1	7%	3	16%	5	33%	2	29%
Up 5.0% to 9.9%	13	24%	2	14%	6	32%	4	27%	1	14%
Up 10.0% or More	20	36%	7	50%	8	42%	3	20%	2	29%
Total	55	100%	14	100%	19	100%	15	100%	7	100%
2nd Quarter, 2010 vs. 2nd Quarter, 2009										
Down 10.0% or More	3	5%	2	14%	0	0%	0	0%	1	14%
Down 5.0% to 9.9%	2	4%	0	0%	0	0%	2	13%	0	0%
Down Less than 5.0%	1	2%	0	0%	0	0%	0	0%	1	14%
Steady (0%)	3	5%	0	0%	2	11%	1	7%	0	0%
Up Less than 5.0%	6	11%	2	14%	2	11%	2	13%	0	0%
Up 5.0% to 9.9%	7	13%	2	14%	3	16%	1	7%	1	14%
Up 10.0% or More	33	60%	8	57%	12	63%	9	60%	4	57%
Total	55	100%	14	100%	19	100%	15	100%	7	100%
PROFITS										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down 10.0% or More	7	13%	4	29%	2	10%	1	7%	0	0%
Down 5.0% to 9.9%	4	7%	1	7%	2	10%	1	7%	0	0%
Down Less than 5.0%	4	7%	1	7%	1	5%	1	7%	1	14%
Steady (0%)	6	11%	2	14%	1	5%	1	7%	2	29%
Up Less than 5.0%	7	13%	0	0%	4	20%	3	20%	0	0%
Up 5.0% to 9.9%	6	11%	1	7%	3	15%	2	13%	0	0%
Up 10.0% or More	22	39%	5	36%	7	35%	6	40%	4	57%
Total	56	100%	14	100%	20	100%	15	100%	7	100%
Compared to Trailing 12 months										
Down 10.0% or More	3	6%	2	14%	0	0%	1	7%	0	0%
Down 5.0% to 9.9%	1	2%	1	7%	0	0%	0	0%	0	0%
Down Less than 5.0%	6	11%	0	0%	1	5%	3	20%	2	33%
Steady (0%)	6	11%	1	7%	2	11%	2	13%	1	17%
Up Less than 5.0%	4	7%	0	0%	2	11%	2	13%	0	0%
Up 5.0% to 9.9%	5	9%	1	7%	2	11%	1	7%	1	17%
Up 10.0% or More	29	54%	9	64%	12	63%	6	40%	2	33%
Total	54	100%	14	100%	19	100%	15	100%	6	100%
2nd Quarter, 2010 vs. 2nd Quarter, 2009										
Down 10.0% or More	5	9%	3	21%	1	5%	1	7%	0	0%
Down 5.0% to 9.9%	0	0%	0	0%	0	0%	0	0%	0	0%
Down Less than 5.0%	6	11%	0	0%	2	11%	4	29%	0	0%
Steady (0%)	5	9%	1	7%	2	11%	1	7%	1	14%
Up Less than 5.0%	2	4%	0	0%	1	5%	1	7%	0	0%
Up 5.0% to 9.9%	5	9%	1	7%	2	11%	0	0%	2	29%
Up 10.0% or More	31	57%	9	64%	11	58%	7	50%	4	57%
Total	54	100%	14	100%	19	100%	14	100%	7	100%



QUARTERLY TRENDS REPORT

DETAILED RESULTS - continued

CATEGORY (Company Classification)	SIZE OF FIRM									
	All Respondents		Small		Mid-Range		Medium		Large	
	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent	# of Responses	Percent
BACKLOG										
Current										
1 week or less	11	24%	3	25%	3	19%	3	23%	2	40%
2 weeks	26	57%	8	67%	8	50%	8	62%	2	40%
3 weeks	6	13%	1	8%	3	19%	1	8%	1	20%
More than 3 weeks	3	7%	0	0%	2	13%	1	8%	0	0%
Total	46	100%	12	100%	16	100%	13	100%	5	100%
2nd Quarter, 2010 vs. 2nd Quarter, 2009										
Down 10.0% or More	0	0%	0	0%	0	0%	0	0%	0	0%
Down 5.0% to 9.9%	4	7%	2	14%	0	0%	2	13%	0	0%
Down Less than 5.0%	2	4%	1	7%	1	5%	0	0%	0	0%
Steady (0%)	17	30%	3	21%	7	35%	4	27%	3	43%
Up Less than 5.0%	12	21%	4	29%	4	20%	3	20%	1	14%
Up 5.0% to 9.9%	7	13%	1	7%	2	10%	2	13%	2	29%
Up 10.0% or More	14	25%	3	21%	6	30%	4	27%	1	14%
Total	56	100%	14	100%	20	100%	15	100%	7	100%
LEAD TIME REQUESTED FROM CUSTOMERS										
Current										
1 week or less	21	38%	7	50%	9	45%	4	27%	1	17%
2 weeks	33	60%	7	50%	11	55%	11	73%	4	67%
3 weeks	1	2%	0	0%	0	0%	0	0%	1	17%
More than 3 weeks	0	0%	0	0%	0	0%	0	0%	0	0%
Total	55	100%	14	100%	20	100%	15	100%	6	100%
LEAD TIME FROM SUPPLIERS										
Current										
1 week or less	38	72%	11	85%	13	65%	12	80%	2	40%
2 weeks	11	21%	1	8%	6	30%	2	13%	2	40%
3 weeks	4	8%	1	8%	1	5%	1	7%	1	20%
More than 3 weeks	0	0%	0	0%	0	0%	0	0%	0	0%
Total	53	100%	13	100%	20	100%	15	100%	5	100%
NUMBER OF SHIFTS										
Current										
1 shift	17	32%	11	79%	5	26%	1	7%	0	0%
1.5 shifts	10	19%	1	7%	6	32%	3	20%	0	0%
2 shifts	12	23%	2	14%	5	26%	5	33%	0	0%
3 shifts	14	26%	0	0%	3	16%	6	40%	5	100%
Total	53	100%	14	100%	19	100%	15	100%	5	100%
NUMBER OF EMPLOYEES										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down	3	5%	0	0%	1	5%	0	0%	2	29%
About the Same	33	59%	13	93%	9	45%	8	53%	3	43%
Up	20	36%	1	7%	10	50%	7	47%	2	29%
Total	56	100%	14	100%	20	100%	15	100%	7	100%
LABOR COSTS										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down	10	18%	2	14%	4	20%	2	13%	2	29%
About the Same	38	68%	9	64%	13	65%	11	73%	5	71%
Up	8	14%	3	21%	3	15%	2	13%	0	0%
Total	56	100%	14	100%	20	100%	15	100%	7	100%
PRESS LABOR RATES										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down	1	2%	1	7%	0	0%	0	0%	0	0%
About the Same	50	91%	11	79%	11	85%	14	93%	6	100%
Up	4	7%	2	14%	2	15%	1	7%	0	0%
Total	55	100%	14	100%	13	100%	15	100%	6	100%
MATERIAL COSTS										
2nd Quarter, 2010 vs. 1st Quarter, 2010										
Down	7	13%	2	14%	2	10%	2	13%	1	14%
About the Same	25	45%	6	43%	11	55%	6	40%	2	29%
Up	24	43%	6	43%	7	35%	7	47%	4	57%
Total	56	100%	14	100%	20	100%	15	100%	7	100%