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FOR IMMEDIATE RELEASE

LCR Hallcrest Expands Thermochromic Capability with the Acquisition of Color Change Corporation

Glenview IL – June 4, 2009 - LCR Hallcrest today announced it has acquired the assets of Color Change Corporation, a specialized manufacturer of devices and materials that change color with changes in temperature (thermochromic) or exposure to ultraviolet light (photochromic). Color Change Corporation's products are sold worldwide for applications that range from medical products to novelty items. This acquisition strengthens LCR Hallcrest's leadership role as the prominent producer of inks, pigments and devices that change color with changes in temperature.

"The purchase of Color Change Corporation accelerates our goal to advance the growth of interactive print communications with inks, dyes and devices that change color with changes in temperature. Temperature driven color change adds a dynamic edge to traditional print media creating movement and promoting audience interaction with the advertising message" said Rocky Sapienza Vice President of LCR Hallcrest.

LCR Hallcrest plans to continue to sell Color Change Corporation's products and will incorporate selected items into its advertising specialty division Thermographics.

Color Change Corporation is a privately held company headquartered in Streamwood, IL. LCR Hallcrest markets an extensive line of products that range from simple novelties like the well known mood ring originally made in the 70's to precision products such as the Feverscan® Forehead Thermometer used to monitor human temperature reliably and reproducibly during surgical procedures. LCR Hallcrest products can be found in virtually any industry.

LCR Hallcrest offers an extensive portfolio of standard products supplemented by full custom manufacturing service. Manufacturing plants are located in several locations in the US and UK.

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LCR / Hallcrest the International leader in Color Changing Temperature Indicating Technology and Graphics specializes in the micro-encapsulation of liquid crystal compounds and the development / manufacturing of products, inks, dyes and paints that change color.

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