



PANINI REVEALS RECOM GROUP AS THE EXCLUSIVE TECHNOLOGY PARTNER FOR PANINI HRX, THE INDUSTRY'S FIRST VIDEO TRADING CARD

Panini HRX (Highlight Reel Xperience) Will Feature Behind The Scenes Footage of Panini Exclusive Athletes

IRVING, Texas/LOS ANGELES (April 11, 2011) – Panini America (www.paniniamerica.net), the world's largest sports and entertainment collectables company revealed today that the California-based, Recom Group (www.recomgroup.com), a leading innovator in media technology is the exclusive technology partner in the company's soon to be released Panini HRX (Highlight Reel Xperience), the industry's first video trading card. Panini HRX will launch as a limited insert, in the company's NBA Totally Certified product in June.

Panini which has been perfecting and developing Panini HRX for the last 18 months announced on March 21 at The Industry Summit, the trading card industry's annual event that the industry's first video trading card will be individually autographed by each featured athlete.

“We have gone through multiple generations and developers as we developed Panini HRX over the last 18 months and spent countless hours perfecting the design to ensure that it maintained the technological integrity we required, while still being representative of a trading card,” **said Mark Warsop, CEO of Panini America.** “We are pleased to have partnered with a technological leader like the Recom Group, who worked with us throughout the process to ensure all of our concerns and objectives were met.”

Panini HRX will be released featuring four NBA Superstars, each autographed and incorporating HD quality video, specific to each player. The athletes that will be featured include five-time **NBA Champion Kobe Bryant of the Los Angeles Lakers; 2011 NBA All-Star Slam Dunk Champion and Los Angeles Clipper Blake Griffin, Kevin Durant of the Oklahoma City Thunder and John Wall, of the Washington Wizards** and the No. 1 overall pick of the 2010 NBA Draft.

“We had a number of goals with Panini HRX but the overarching theme throughout every stage of development was to ensure we maintained the integrity of a trading card, incorporated compelling content and video that was both relevant and brought sports fans closer to the world's best athletes,” **said Jason Howarth, Vice President of Marketing for Panini America.** “Lastly we wanted to make sure that there was a level of uniqueness and collectability with every Panini HRX card.”

The Video Trading Card is the latest in a stream of product introductions and new projects the Recom Group have been working on that focus on incorporating video into consumer-gearred initiatives. The Recom Group will launch several new video projects in the coming months including efforts during CBS Television's Fall Show Lineup in May and consumer-driven video applications as part of Rihanna's World Tour in June. Several major clients including McDonald's, Verizon and Applebee's are all currently testing and evaluating video products as well.

“We are honored to be partnered with industry giant Panini America in creating this amazing innovation to a product that has been a part of our culture for over 100 hundred years,” **said Rob Norden, CEO of the Recom Group.** “What impressed us most was Panini's commitment to quality in making this an actual trading card and not just a box with a video screen in it.”

Panini America is the only company in the world that manufactures fully licensed trading cards and stickers for the NFL, NFLPA, NHL, NHLPA, NBA, FIFA World Cup, as well as exclusive entertainment licenses with Disney, Justin Bieber and Michael Jackson and includes more than 600 global licenses with other sports and entertainment properties.

ABOUT PANINI:

The Panini Group, established 50 years ago in Modena, Italy, has subsidiaries throughout Europe, Latin America and the United States. Panini is the world leader in officially licensed collectibles and is fast becoming the most significant publisher of collectibles in the U.S., with official licenses for NBA, NFL, NHL, FIFA, Disney, DreamWorks, Warner Bros., and other key properties from many other licensors. Panini has distribution channels in more than 100 countries and employs a staff of more than 800. For more information visit us at www.paniniamerica.net or www.paninigroup.com. You can also follow Panini America on its official blog The Knight's Lance <http://paniniamerica.wordpress.com/>, on social media platforms Facebook and Twitter, and on YouTube.

ABOUT THE RECOM GROUP:

The Recom Group, has been designing and producing cutting edge technology for over 15 years. Some of their more notable innovations include the first solid state display systems in Home Depot, the first DVD Preview Systems, and the first battery powered audio preview systems (currently in use in the Smithsonian Institute, 911 Museum and installations worldwide). If you have ever used an interactive audio or video display inside a retail store like Best Buy or a Museum like the Getty, you have most likely used Recom Group's technology. Known for innovative small displays like their Video Name Tag, they are also famous for making the world's largest working laptop display for AOL/Time Warner featuring a 16' wide screen and functioning keys that you step on to activate. For more information visit www.VideoNameTag.com or their corporate site at www.RecomGroup.com.