



# L. Joseph Bauman, CEO of Cardinal Brands, to Keynote Mi-Co Users Group Meeting in RTP in May

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PR9.NET April 22, 2005 - Research Triangle Park NC and Lawrence, KS, Mi-Co, the enterprise mobile data capture software company, is pleased to announce that Cardinal Brands CEO Joe Bauman will keynote the third annual Mi-Co User Group Meeting. Under the theme "Five Star Digital Writing Solutions," the user group meeting will bring together more than 125 industry leaders and Mi-Forms users to discuss the latest trends in mobile data collection and the competitive use of mobile information. The event will be held on May 10-11 at the Radisson Governors' Inn located in Research Triangle Park. .

Bauman will present the keynote address on Tuesday, May 10th. His presentation, entitled "Explosive Growth of the PC to Explosive Growth of Digital Writing," will be on day one of the event. According to Jim Clary, Mi-Co CEO, "Enterprise executives interested in mobile data capture and moving paper based processes into the electronic age will not want to miss the opportunity to hear such a visionary CEO as Joe Bauman."

"With Mr. Bauman's background and experience," added Mi-Co CTO Greg Clary, "the keynote will be a real highlight of the event. Not only is Mr. Bauman the CEO of a business forms company using digital ink to add value for its broad enterprise customer base, he is one of the original 12 members of the IBM task force that developed the IBM PC. In addition, he served as the Dean of the University of Kansas business school. He is in a unique position to provide insights into the latest digital writing technological trends while providing an historical perspective of the impact technology has had on business processes."

## About L. Joseph Bauman

Mr. Bauman is Chairman and CEO of Cardinal Brands. Mr. Bauman was President and CEO of Cardinal Brands from 2000-2003 and President and CEO of Adams Business Forms from 1998-2000. Prior to his employment with the company, he was Dean of the School of Business and Professor of Management at the University of Kansas (1990-1997). Previously Mr. Bauman held various executive positions with International Business Machines, Inc. from 1965-1990, including IBM Director of Quality for Product Development and Manufacturing, Vice President of Manufacturing for the Personal Computer Division, and a member of the task force that developed the IBM PC.

## About Cardinal Brands

Cardinal Brands, Inc. is a leading designer, developer and manufacturer of high quality business, consumer and hobby products. The company's products are sold primarily under the brand names Adams, Cardinal, Globe-Weis, Generations, and Write 'n Stick , and are distributed through a network of leading retailers, wholesalers, contract stationers and dealers.

The history of the individual brands demonstrates a long tradition of pioneering design, with many product advances documented before the turn of the 20th century. Today, Cardinal Brands, Inc. continues to focus on the development of innovative solutions for the workplace, school and home.

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## About Mi-Co

Mi-Co, the mobile data capture company, provides digital writing software to increase the efficiency and effectiveness of the entire process of capturing and using data. Mi-Co's end-to-end enterprise Mi-Forms Software System enables flexible forms design and the capture, handwriting verification and communication of forms based data for enterprise users. Mi-Forms supports enterprise data capture using the Tablet PC, Digital Pens, Pocket PCs and signature capture devices. Mi-Co is headquartered in Research Triangle Park, North Carolina and a Seattle, Washington customer service center.

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