



PRESS RELEASE

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DATAMAX APPOINTS NEW DIRECTOR OF PRODUCT MANAGEMENT

ORLANDO, FL – March 30, 2005 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today that Steve Horrocks has been appointed to the position of Director of Product Management.

Mr. Horrocks has been with Datamax since 1999, and his previous positions include Product Marketing Manager and Business Development Manager. His responsibilities consisted of product management of the E-Class, S-Class and A-Class product lines, MCL, and several OEM projects. Mr. Horrocks also successfully strengthened Datamax's relationship with third party application developers, RFID middleware vendors and software partners.

“As Director of Product Management, Steve will oversee the marketing related product management and launch activities of all Datamax products,” states Doug Salvador, Vice President of Marketing. “Steve brings the broad industry and technical experience necessary to lead our product marketing team that will support our growth plans in delivering integrated printing solutions to our customers.”

“We plan to develop product related information for our sales force and dealers while working closely with our engineering team to ensure that our products reflect the needs of the industry,” states Mr. Horrocks. “We also plan to strengthen our position in the enterprise printing arena, continue to develop and fine tune our training and education programs, and work with our dealers and third party developers to strengthen and provide information for the Datamax Developer Network.”

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With over 20 years of experience in the automatic identification and data collection (AIDC) industry, Mr. Horrocks provides a wide range of expertise and knowledge to the Datamax Marketing Department. He previously worked as a Product Support Specialist, Product Manager and Marketing Manager for Radix International, a rugged handheld computer and portable printer manufacturer, as well as a Sales Support Engineer for the product identification section of Brady Corporation.

Datamax, a subsidiary of Dover Corporation (NYSE:DOV), specializes in the design, manufacture, and marketing of products for bar code and RFID labeling, including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. Headquartered in Orlando, Florida, Datamax has representative offices throughout the United States and in Singapore, China, and the United Kingdom, as well as label converting and preprinting facilities in Robinson, Illinois. Datamax markets its products exclusively through a network of resellers in more than 65 countries worldwide.

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