

## ***PRESS RELEASE***

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### **DATAMAX ANNOUNCES SAMSYS PARTNERSHIP & INTRODUCES NEW RFID PRINTING CAPABILITIES**

ORLANDO, FL – July 28, 2005 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today a partnership with RFID product manufacturer SAMSys Technologies Inc. (SMY: TSX) that has resulted in the introduction of a new RFID option for use with Datamax I-Class and A-Class RFID printers. SAMSYS technology will broaden the RFID tag protocols supported by Datamax printers and offer a built-in migration path to EPCglobal Gen 2 standards, providing new flexibility for customers that need to encode smart labels to comply with RFID mandates by major retailers and government agencies.

SAMSys is supplying an RFID-enabled module that operates in the ultra high frequency (UHF) band, supports all current EPC and ISO tag protocols including Gen 2, and can be configured to operate in any geographic location including North America, Europe, the South Pacific, and Latin America. The module can be field-installed as an option on Datamax I-Class RFID Ready printers, or can be ordered from the Datamax factory installed in an I-Class or A-Class RFID printer.

Printers equipped with the SAMSys module will support the EPCglobal Class 0, Class 0+ (Impinj), Class 1, and the Philips UCode 1.19 standards upon release, with built-in support for ISO 18000-6, EM Marin 422, and EPCglobal Gen 2 standards that can be activated with future Datamax firmware upgrades. This will allow organizations to use the same printer as their tag requirements change.

Datamax RFID printers outfitted with the new module are scheduled to ship in North America in 3Q'05 and will support Gen 2 tags when they become available later this year. Printers will be available for shipment to Europe, Latin America, and Asia Pacific shortly thereafter as regional certifications are received.

“SAMSys’ ability to provide Datamax with a single RFID module that can support all UHF first-generation tag protocols, Gen 2 standards and all global frequencies in the same unit increases the flexibility of our RFID printing solutions,” states Doug Salvador, Datamax Vice President of Marketing. “Now the same printer will be able to adapt to any tag technology or geographic

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location, including Gen 2 requirements. This will extend the life of the user's printer investment substantially."

"Datamax' decision to embed our new MP9311 RFID reader module in their RFID printers demonstrates the value of our multi-protocol, multi-frequency technology," states Cliff Horwitz, chairman, CEO and president of SAMSys Technologies Inc. "For the printer manufacturer, it simplifies product development and stocking requirements by allowing one module to meet all customers' RFID printing needs. For the end user, it offers the option to switch tag technologies at any time and even print first- and second-generation tags with the same printer. These are compelling advantages."

The SAMSys partnership represents a further commitment from Datamax to the RFID printer market. Datamax joined EPCglobal as a Solution Provider Subscriber shortly after the organization was created. Since that time, Datamax has actively participated in both the standards and market development efforts that have helped bring practical RFID technology to the marketplace.

***About Datamax 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.

***About SAMSys Technologies Inc.:***

SAMSys Technologies Inc. (SAMSys), founded in 1995, is a world-leading provider of radio frequency identification (RFID) reader solutions. SAMSys offers a family of products to simplify the installation and ensure the ongoing performance of the overall RFID hardware infrastructure. SAMSys is a public company whose shares are listed for trading on the TSX Exchange under the symbol: "SMY". The Company has a total of 47.6 million shares outstanding.

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