

PRESS RELEASE

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DATAMAX ANNOUNCES RoHS/WEEE COMPLIANCE

ORLANDO, FL – July 14, 2005 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today that all Datamax products will begin shipping in accordance with the European Union Directives, RoHS and WEEE, by their program deadlines.

European Directive 2002/95/EC, also known as the Restriction of Hazardous Substances or the RoHS Directive, was published in the Official Journal of the European Union in February of 2003. The RoHS Directive states that electrical and electronic products put on the market within the EU shall not contain lead, mercury, cadmium, hexavalent chromium, polybrominated biphenyls or polybrominated diphenyl ethers after July 1, 2006.

European Directive 2002/96/EC, also known as Waste Electrical and Electronic Equipment (WEEE), reduces the waste arising from electrical and electronic equipment, and improves the environmental performance of all those involved in the life cycle of electrical and electronic products.

Under the terms of the WEEE Directive, which takes effect on August 13, 2005, manufacturers of electronic equipment must meet recycling objectives by December 2006. Manufacturers must notify consumers of products that require recycling at the end of their life and arrange for the return and recycling of those products.

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“The objective of the RoHS and WEEE Directives is to safeguard human health and the environment through the restricted use of certain hazardous substances,” states Doug Salvador, Vice President of Marketing at Datamax. “Datamax recognizes the importance of these directives and will do whatever is necessary to meet the compliance standards. It is simply a part of our commitment to supporting the European community as well as the global environment.”

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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