

PRESS RELEASE

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Datamax's Enhanced Ex2 Printer Offers Faster Print Speeds and Integrated Ethernet Capabilities

***Small Footprint Allows Users to Place the Ex2
Right Where the Action Is***

Orlando, FL – March 22, 2007 – Datamax Corporation announces an enhanced version of its popular Ex2 direct thermal printer, offering an increased print speed of 4 IPS and expanded communication capabilities. The Ex2 is a compact, desktop printer accommodating up to four-inch wide media at 203 DPI, and is ideal for low to medium volume direct thermal label and tag applications. The enhanced Ex2 now offers a complete complement of communications options including bi-directional parallel, USB, and serial ports with an optional integrated 10/100 Ethernet LAN port. 4MB of standard Flash memory allows increased flexibility and permanent storage of logos, images and fonts. The small design of the Ex2 allows the printer to occupy less desktop space and to be located at the ideal position throughout the workspace.

The enhanced Ex2 is easier to set-up and configure; a critical feature for operators of desktop printers who typically have little time to learn setup and loading techniques. Consumable items, such as printhead and platen roller, can easily be replaced by operators, maximizing uptime and reducing operating costs.

(more)

"The Ex2 remains the most user-friendly and versatile desktop printer and the new features we have incorporated further demonstrates our commitment to continually upgrade and enhance our full range of printers to give users more flexibility and value, while improving their productivity and efficiency," said Doug Hall, vice president of marketing for Datamax.

The auto-loading Ex2 can accommodate a variety of printing applications, such as parcel shipping, healthcare, and retail. The Ex2 can print a wide variety of labels ranging from small office shipping labels to compliance and general-purpose product identification labels and tags.

About Datamax

Datamax, a subsidiary of Dover Corporation (NYSE: DOV), is a global leader specializing 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. For more information, go to <http://www.datamaxcorp.com>.

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