



## **PRESS RELEASE**

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### **DATAMAX ANNOUNCES A CHANGE IN LEADERSHIP**

ORLANDO, FL – November 18, 2005 – Datamax announces a change in leadership, effective November 16, 2005; Mark Bjerkestrand has assumed responsibility as Chief Operating Officer of Datamax International Corporation. Mr. Bjerkestrand is an industry veteran with over 20 years of experience in the Bar Code Printer and Label marketplace. Over the past 12 years Mr. Bjerkestrand has served as the Vice President of Sales for the Company's Bar Code Label division and as Vice President of Sales for the Company's North and South American Bar Code Printer division. Mr. Bjerkestrand comments that, "The opportunity to lead Datamax into a further expansion phase is very exciting. The resources available to us from the Dover Technologies Product Identification Group combined with our world-class products will enable us to provide a compelling proposition for our customers." Dover Technologies acquired Datamax International Corporation in December of 2004. Mr. Omar Kerbage, President of the Product Identification Group comments that, "The new team put in place will ensure a bright future for Datamax and will lead to continued business growth."

The company also announces that John Durnford has assumed the role of Vice President of Worldwide Sales and Marketing. Mr. Durnford has spent the past 10 years as Vice President of Sales for the Company's International Bar Code Printer division. Mr. Durnford states that, "In this combined structure we will be able to provide a greater level of service to our partners around the world."

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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