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PRESS RELEASE

Datamax-O'Neil's new E-Class *Mark II* Raises the Industry Standard for Desktop Barcode Printers

E-Class Mark II printers provide super-fast performance while offering multiple connectivity options and extreme media printing versatility comparable to that of much more expensive machines.

ORLANDO, FL – August 13, 2009 - Datamax-O'Neil, a global provider of label and receipt printing solutions, announced today the availability of a new generation of E-Class printers, called the E-Class *Mark II*. The new E-Class models take this very popular entry-level desktop printer to a significantly higher level of performance, print quality and reliability to meet the broadest range of vertical application requirements.

The compact E-Class *Mark II* printer family incorporates a state-of-the-art processor which provides the fastest label generation and print speed of any printer in its class and a throughput that is nearly 70% faster than previous models. Offering the latest connectivity with new internal Ethernet and wireless Ethernet options, the E-Class *Mark II* is the ideal solution for a wide range of industries that increasingly rely on networking technology, including healthcare, manufacturing and retail.

A uniquely designed adjustable print mechanism along with advanced media sensing and handling results in the best print quality of any comparable printer. These features also give the printer the ability to print quickly and accurately on the most challenging label shapes, materials, grades and coatings.

(more)

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“The E-Class series has always served the most diverse requirements and applications for customers around the world. With the latest features we’ve incorporated into the *Mark II*, we are now meeting the need for higher performance and greater connectivity that has evolved in many industries,” said Raul Palacios, senior product manager for Datamax-O’Neil. “The E-Class *Mark II* is a simple and fast drop-in replacement for competitive aging printers and slower desktop printers that hinder productivity and shrink profitability.”

The *Mark II* builds off the previous E-Class’ reputation for solid performance and durability that set a new industry standard when it was introduced in 2000. The printer’s small footprint allows it to fit on any desktop or counter and can easily be field upgraded with a cutter, label sensors and thermal transfer printing capability.

The E-Class *Mark II* is offered in two models: the E-4205e for 200 dpi, 5 ips requirements and the E-4304e which provides 300 dpi and 4 ips. Both printers offer 5-inch roll diameter. International fonts with the required memory are now free with any E-Class *Mark II* and all Datamax-O’Neil stationary printers. The E-Class *Mark II* is also the only desktop thermal printer available in two colors – warm white or cool grey.

About Datamax-O’Neil

Datamax-O’Neil is a trusted global provider of stationary and portable label and receipt printing solution products that enable manufacturing and supply markets to capture the benefits of automated product identification and automated legal and financial transactions. Datamax-O’Neil is the barcode and mobile printing business group of Dover Corporation’s Product Identification Group (PIDG), a global platform entity with products and services covering all the leading marking technologies and applications. The company’s products address a wide variety of applications, including those in the industrial, healthcare, retail, automotive and ticketing market sectors. Datamax-O’Neil is headquartered in Orlando, Florida, and maintains key facilities in California, Illinois, and France, as well as sales and technical support offices around the world.

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