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## PRESS RELEASE

### **Datamax-O'Neil European-based Sales, Marketing and Technical Support Team to Operate from Bourg-Les-Valence, France**

***Close proximity to Datamax-O'Neil's EMEA distribution center and Dover Corporation's Product Identification Group (PIDG) creates synergies that will enhance efficiencies and reduce costs.***

**ORLANDO, FL - August 1, 2009** - Datamax-O'Neil, a global provider of label and receipt printing solutions, announces that it's European-based sales, marketing and technical support team will be located in Bourg-Les-Valence, France, effective August 1, 2009. The team will support the company's customers throughout Europe, the Middle East and Africa (EMEA).

"Having our EMEA sales, marketing and technical support team operate in Valence, France is a very strategic business decision," said Christian Bischoff, regional general manager for EMEA. "We will be closer to Datamax-O'Neil's EMEA distribution center, which stocks and distributes our printers throughout this important region, and also operates as a repair center."

The team will also be in close proximity to Dover Corporation's Product Identification Group (PIDG), which offers the industry's broadest and most innovative direct marking, barcoding, and labeling range of solutions. In addition to Datamax-O'Neil, PIDG includes Markem-Imaje, a global provider of marking and coding solutions.

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“We expect the synergies to come from the PIDG supply chain and business processes will help us reduce costs, and make us more effective and efficient in serving our customers”, explained Christian Lefort, Datamax-O'Neil president.

Datamax-O'Neil sales and service representatives will continue to operate from offices throughout Europe, the Middle East and Africa to build and strengthen their business relationships with customers in those regions.

The address for the Datamax-O'Neil EMEA sales, marketing and technical support team is:

9 Rue Gaspard Monge  
26500 Bourg-Les-Valence  
FRANCE

### **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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