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PRESS RELEASE

Datamax-O'Neil's New A-Class *Mark II* Print Engine Combines Innovative Design with Powerful Features to Meet the Broadest Range of Applications

A-Class Mark II printers offer new graphics display for enhanced navigation and setup, automated diagnostic capabilities, faster label processing and more standard communications interfaces

ORLANDO, FL – September 29, 2009 - Datamax-O'Neil, a global provider of label and receipt printing solutions, introduces the A-Class *Mark II*, a next generation print engine that incorporates a number of unique features that are not available in any competitive print engine. The A-Class *Mark II* establishes a "print and apply" standard that leads the market with innovative design features and quality enhancements to meet the most diverse application requirements.

"Working closely with our customers to understand how their needs are evolving, we have expanded the capabilities of the A-Class print engine to meet a new generation of requirements that blend high performance and operability with reduced cost of ownership," said Cindy Guiles, A-Class product manager for Datamax-O'Neil. A-Class printers have served the most demanding applications, including manufacturing and warehouse, distribution, and food and beverage.

A unique stainless steel enclosure offers protection from the most challenging environments, like those found at food and beverage manufacturing plants. State-of-the-art electronics offers the high performance needed for fast moving, multi-shift assembly lines and high-volume label processing. Available with 203, 300, 400 and 600 dpi configurations, the A-Class *Mark II* offers the broadest range of resolutions for applications where high-quality printing is paramount. The printer's enhanced graphic display for easy set up and operation along with the patented IntelliSEAQ technology for proactive diagnostics and reporting provides increased productivity and effectiveness in any application.

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“The A-Class *Mark II* was developed for 24/7 operations that require optimal throughput, maximum uptime, and easy integration into existing solutions,” said Guiles. “We have designed the A-Class *Mark II* to provide easy access to components making preventative maintenance simple, and our modular design allows most operations to be done on-site with minimal downtime.”

Datamax-O'Neil's emulation software allows the A-Class print engines to operate in competitive software environments, simplifies integration into existing applications and eliminates the need to change label formats. “In applications that utilize print engines, the downtime involved in replacing printers can significantly impact productivity,” Guiles explained. “We have ensured that integration efforts involving our A-Class *Mark II* are as fast and effective as possible.”

The A-Class *Mark II* is offered with an RFID option, which allows users to encode smart labels at the point of print, where most experts agree that encoding should take place to avoid any chance of mismatch between printed and encoded information.

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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