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Datamax and O'Neil Announce Michael Allocco as Vice President of Sales for the Americas

Orlando, Florida and Irvine, California – May 1, 2007 – Datamax Corporation and O'Neil Product Development, Inc., both part of Dover Corporation's Product Identification Group, today announced the appointment of Michael A. Allocco to the position of vice president of sales for the Americas. Mr. Allocco will be responsible for leading the Datamax and O'Neil sales teams, driving revenue, and extending both companies' sales leadership throughout North and Latin America.

"With our significant installed base, outstanding relationships with our channel partners, and reputation for reliability, the Americas represent one of our most significant market opportunities," said Mark Bjerkestrand, chief operating officer for Datamax and O'Neil. "We welcome Mike to the team and look forward to him applying his results-driven experience to our sales activities and implementing strategies that continue to expand our customer base."

"I'm excited to accept the responsibilities and challenges associated with these clear leaders in the automatic identification industry," said Allocco. "I believe in the Datamax and O'Neil product lines and strategies, and I'm eager to be part of the leadership team driving the growth of these companies."

Prior to joining the Datamax and O'Neil organizations, Mr. Allocco served as vice president of sales and marketing for Sirit, Inc., a leading provider of RFID reader technology. Mr. Allocco has also served in senior sales positions at Invensys, Alien Technologies Corporation, GSE Systems, Inc., and Leeds and Northrop Company.

(more)

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>.

About O'Neil

Established in 1981, O'Neil Product Development, Inc. is a subsidiary of Dover Corporation and is the world's leading provider of reliable portable printing solutions. O'Neil designs and manufactures a complete line of mobile and wireless thermal bar code label and receipt printers, dot matrix impact printers and a variety of in-stock and custom media solutions. O'Neil printers are used around the globe in industries which include distribution, retail, manufacturing, law enforcement, utilities, transportation and an extensive array of business services. The company manufactures the industry's only complete line of printers, accessories, and development and support tools for route accounting, direct store delivery, and field mobile service applications. In addition to their own line of O'Neil-branded printers, the company manufactures mobile printing products in an OEM capacity for leading hand-held manufacturers, including a family of integrated hand-held computer and printer solutions. For more information, contact O'Neil at 949.458.0500 or visit <http://www.oneilprinters.com>.

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