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PRESS RELEASE

Datamax-O'Neil Combines the Strength of Two Leading AutoID Companies to Create an Industry Powerhouse

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A new brand symbolizes the start of a new chapter for the unified company dedicated to building successful customer relationships

Orlando, Florida, March 2, 2009 - Datamax and O'Neil today introduced itself as one unified company, Datamax-O'Neil, a global provider of industry-leading label and receipt printing solutions. The unified company will leverage the resources of Dover Corporation's Product Identification Group (PIDG), a \$1 billion global entity (NYSE: DOV). The unification of Datamax and O'Neil's business operations and sales organization into one cohesive business group will significantly benefit customers with a more streamlined and efficient organization committed to their success.

"Datamax-O'Neil combines the outstanding resources from PIDG with an extensive product portfolio along with people and partners committed to customer success," said Omar Kerbage, president of Dover's Product Identification Group. "The powerful combination makes Datamax-O'Neil the right solutions team to be our customers' most trusted business partner."

Datamax-O'Neil has identified five strengths that provide a unique advantage to its global customer base. These include: 1) **value-driven solutions** – a suite of customized products and programs that help the company's customers grow and prosper; 2) **technology leadership** – a world-class research and development organization that is backed by Dover's Product Identification platform; 3) **product breadth** – a broad range of innovative, reliable label and receipt printing solutions; 4) **global network** – worldwide sales, service and channel partner organizations; and 5) **people** – a team of dedicated and determined employees committed to customer success.

The Datamax-O'Neil unification is symbolized with the introduction of a new brand, which is the result of more than a year of effort involving company and product reviews, industry research and extensive interviews with customers as well as industry experts and market analysts.

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“They identified Datamax-O’Neil as a company that works with our customers to listen, understand and then deliver a value-driven solution that minimizes risk and maximizes efficiency, safety and quality – a ‘can do’ company,” said Plamen Petkov, senior vice president of Datamax-O’Neil. The new brand takes the company initials, D in Datamax and O in O’Neil, and turns it into the active “can do” positioning. The new “right by our customers” tagline embodies the spirit of the company.

“The ‘can-do’ attitude, passion for excellence, and responsiveness that makes us ‘right by our customers’ embodies the new chapter that is Datamax-O’Neil,” Petkov explained.

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.

About the Product Identification Group

Dover Corporation’s Product Identification Group (PIDG) is a world class platform entity with products and services covering all of the leading marking and labeling technologies and applications. PIDG is comprised of two industry leaders --Markem-Imaje and Datamax-O’Neil. The goal of PIDG is to help its customers integrate optimal product identification solutions into their supply chain operations to increase productivity and operating efficiencies. The PIDG is unique in several ways: it provides a global understanding of key account applications throughout the supply chain; a continuously updated global expertise; and worldwide best-in-class service and support.

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