



PRESS RELEASE

For Immediate Release

PLEASE DIRECT INQUIRIES TO:

Teresa Clare-Supplies Marketing Manager
Datamax O'Neil Printer Supplies
4501 Parkway Commerce Boulevard
Orlando, FL 32808
Phone: 800-321-2233 X5657
Email: tclare@datamaxcorp.com

Datamax Pioneer & O'Neil Printer Supplies Group Unite as Datamax O'Neil Printer Supplies

ORLANDO, FL – August 8, 2007 – Datamax Pioneer and O'Neil Printer Supplies Group, worldwide providers of desktop and portable printer supplies and subsidiaries of Dover Corporation, today announced their merger and new name: Datamax O'Neil Printer Supplies. In support of the merger and name change, they have adopted a new corporate identity, which includes a new logo. The merger is effective immediately, and all future business activity will be undertaken with the new name.

The uniting of the two companies provides significant benefits to their customer base in the key areas of more efficient geographic reach, greater capacity, and increased product offerings. With manufacturing facilities on the West Coast (Lake Forest, CA) and the Midwest (Robinson, IL) in addition to a distribution center in the Southeast (Orlando, FL), Datamax O'Neil Printer Supplies can offer shorter transit times and lower freight costs to customers.

"We have made several significant investments in equipment, systems and people to broaden our capabilities and create an infrastructure that offers world-class products and services to our customers. The marriage of the companies enhances our product line so that our customers are able to order all of their desktop and portable printer supplies from a single source, with fast and efficient distribution throughout the country. Be on the lookout for many new and innovative printer supply products," said John Otott, the company's vice president & general manager. The merger will not result in a workforce reduction.

About Datamax O'Neil Printer Supplies

Datamax O'Neil Printer Supplies is a world-leading producer of desktop and portable printing solutions and a subsidiary of Datamax Corporation; part of the Dover Product Identification Group. Datamax O'Neil Printer Supplies designs and manufactures both stock and custom direct thermal and thermal transfer labels, tags, tickets, and receipt paper for bar code and RFID labeling applications. Their product line also includes thermal transfer and dot matrix ribbons. The company services industries worldwide, including retail, distribution, manufacturing, law enforcement, parking, utilities, transportation, route accounting and direct store delivery. Datamax O'Neil Printer Supplies has manufacturing facilities in Robinson, IL and Lake Forest, CA. For more information, contact Datamax O'Neil Printer Supplies at 407-523-5657 or visit <http://www.datamaxmedia.com> or www.oneilinc.com.

####