

PRESS RELEASE

For Immediate Release
April 30, 2007

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Datamax Recognizes Impuls Technologies SA at EMEA Partner Conference

Impuls Achieves Outstanding Sales Success with Datamax I-Class Printers

Orlando, Florida – April 30, 2007 –Datamax Corporation has recognized Impuls Technologies SA for its outstanding accomplishments in promoting and selling the I-Class family of printers. Impuls has been a Datamax distributor since 1993 and offers printing solutions exclusively using Datamax printers. The company, which is based near Barcelona, Spain, has demonstrated an exceptional degree of commitment toward making the I-Class printer successful in its markets.

Starting with the 1999 I-Class launch, they organized highly successful campaigns to their resellers in Spain and France, including innovative approaches to new resellers and end-users. They have made the I-Class the printer of choice for Impuls customers, and credit the printers' flexibility, value and reliability for their success.

"We are extremely pleased to be recognized by Datamax for our efforts in promoting this exceptional printer throughout our channel of resellers," said Joan Garcia Grau, Impuls' executive vice president. "The outstanding qualities of the printer itself, including its modularity, low cost of ownership, user friendly qualities, and rugged design, have ensured our success."

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“We are pleased that IMPULS is our long-time partner and the foundation of our distribution efforts in Spain and France,” said John Durnford, vice president of sales for the EMEA region of Datamax. “IMPULS has applied impressive ingenuity and energy in its efforts to expand opportunities for the I-Class printer. We are certain that as we continue our tradition of printing innovation, that Impuls will have much success in continuing to grow its user base and partnership with Datamax.”

About Impuls

Impuls is a distributor of automatic identification products with offices located in Spain, France, United States and Mexico. Impuls’ network of dealers geographically consists of the Mediterranean region, Northern Africa, the United States, Latin American and Caribbean. Impuls’ international presence allows them to guarantee their customers an excellent level of both commercial and technical support. They base their philosophy upon their “Commitment of Service.” Impuls works constantly to solve the demands of the market, giving their network of dealers the equipment, systems and consumables to adapt to the specific application of any user.

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>.