



Contact Information:

**FOR IMMEDIATE RELEASE
October 1, 2008**

Datamax·O'Neil Introduces Valued Partner Program to Resellers Across Latin America Region

New Program Will Help Resellers Grow their Business, Expand their Customer Base, and Provide Innovative Solutions for End-Users

Orlando, FL – October 1, 2008 -- Datamax·O'Neil, a subsidiary of Dover Corporation (NYSE: DOV), announced the introduction of their Valued Partner Program (VPP) to their reseller and distribution partners in the Latin American region. The 2008 VPP for Latin America is an innovative channel program designed to provide its partners with a rich combination of benefits and resources, as well as a framework of growth that will help partners be more effective, productive and profitable in Latin America's dynamic automatic identification marketplace.

The program is similar to the Valued Partner program the company introduced in North America earlier in 2008, but has been tailored specifically for Latin America, and rewards partners based on the level of services they provide to their end-users before, during and after their sale of Datamax·O'Neil printer solutions. The program is designed to strengthen relationships with existing partners and promote loyalty while attracting new partners. The business value Datamax·O'Neil provides its partners will be enhanced, and resellers will be rewarded for providing high degrees of service, sales, and application support. End-users will benefit by the premium placed by the VPP on creating a consistent and compelling stream of solutions and services.

The program launches Oct. 1, 2008 and will be fully executed by early 2009. When fully implemented, the Valued Partner Program will provide reseller partners with a full complement of technical, marketing, and sales support resources and programs. Technical support features include a variety of world class product training options, 24x7 online customer service and support, a broad range of direct and online printer and application development assistance, and access to exclusive tools which will best ensure continued

application innovation, development, and success. The VPPs marketing component includes a cooperative marketing program, and includes an assortment of value-added sales and marketing support tools and collateral, such as direct marketing, customized product data sheets and brochures, as well as a complete Partner Center. Finally, the sales resources include the highest level of sales, application, and vertical market expertise designed to provide resellers with the critical information they need to increase sales opportunities and market exposure.

“The Valued Partner Program is definitely a win-win for both the channel and our end-users,” said Plamen Petkov, senior vice president of marketing and business development for Datamax-O’Neil. “We spent considerable time evaluating and designing the most effective program we could offer our partners in Latin America, and the program we are launching rewards resellers by helping them take advantage of this dynamic market with a host of benefits that are designed to help grow their business and customer base.”

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). 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.