



## PRESS RELEASE

**EDITORIAL CONTACT:**

Leslie Becker  
Marketing Communications Manager  
Phone: 407/523-5567  
Fax: 407/523-5668  
E-mail: lbecker@datamaxcorp.com  
www.datamaxcorp.com

**PLEASE DIRECT SALES INQUIRIES TO:**

Datamax Inside Sales  
4501 Parkway Commerce Boulevard  
Orlando, Florida 32808 USA  
Phone: 800/816-9649  
Fax: 407/523-5668  
E-mail: dmxsales@datamaxcorp.com

### **DATAMAX CORPORATION ANNOUNCES M-4208 & M-4306 New Printers Complete M-Class Family**

ORLANDO, FL – February 10, 2004 – Datamax Corporation, a worldwide supplier in barcode printing solutions, is proud to announce the availability of the newest printers in the recently introduced M-Class product line. The M-4208 and the M-4306 both offer users advanced processing and connectivity for complex bar coding applications. These printers complete the M-Class family, which was introduced with the M-4206 in 2003. The M-Class family now consists of three printer models that provide solutions for users with bar coding applications requiring economic, high performance printers.

The M-4208 is a 203-dpi printer ideal for new bar code printer users but also provides a seamless replacement opportunity for customers with Datamax “legacy” printers such as the popular Allegro and Prodigy printers. The M-4208 offers users all of the same modularity of the M-4206, with a faster processor, an LCD display, an optional internal Ethernet connection, and MCL capabilities. The M-4208 is currently shipping to customers now, and is expected to become a very popular product for Datamax.

The M-4306 takes the M-Class one step further by offering a 300-dpi printer, ideal for increased legibility on small text or enhanced graphics. The M-4306 adds the 300-dpi capabilities to the same die-cast frame foundation offered on all M-Class printers. The M-4306 is also available with internal Ethernet and MCL, and due to its performance and value position is also expected to find a large market within the Datamax customer base. Datamax is currently accepting orders for the M-4306 and shipments are expected to begin in the 1<sup>st</sup> quarter of 2004.

The M-Class product line was developed to address the disparate needs of bar code printer users in today’s industry applications. “Bar code printers are being used in many applications today, including hospitals, light manufacturing industry, and retail back-room operations, and there is a highly defined need for a high-performance printer that does not impose too much on the user’s space or economic resources,” states Sarah Schabacker, Business

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Development Manager for Datamax Corporation. “We look forward to the M-Class family providing an alternative for bar code printer users that are not willing to compromise on any of their requirements.”

Datamax specializes in the design, manufacture, and marketing of products for bar code labeling including thermal demand printers, label, ticket and tag materials, and thermal transfer ribbons. Headquartered in Orlando, Fla., Datamax has sales offices in Singapore and in Harlow, England, as well as label converting and preprinting facilities in Robinson, Ill., and Harlow. Datamax markets its products exclusively through a network of resellers in more than 100 countries worldwide.

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