

## ***PRESS RELEASE***

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Datamax Introduces the New M-4308 *Mark II* Compact Industrial Printer

*New Member of the M-Class Family Provides 300 dpi Along with Modern Design, Rugged Functionality, and 2-Year Warranty*

**Orlando, FL – May 22, 2008** - Datamax today announced the availability of the newest member of the M-Class family, the M-4308 *Mark II* compact industrial bar code printer. The M-4308 offers 300 dots per inch (dpi) for applications that require a more refined print quality. The printer also provides all the features and benefits available in the recently released M-4210 *Mark II*, which includes up to 24% faster print speed and a 30% smaller size relative to competing printers. Designed to meet the requirements of a wide variety of applications, the solid-die-cast metal construction, large graphics display and modular design gives the M-Class *Mark II* printer family a compelling advantage in the marketplace.

The M-Class *Mark II* series printers with their modular design provide ease-of-use and a lower total cost of ownership (TCO). The new M-Class family is based upon a unique modular platform design which makes it easy to service and replace key components and allows a variety of options to be upgraded in the field by non-technicians. Datamax offers a full 2-year or 2-million linear inch mechanical warranty on the M-Class *Mark II* series, which is the industry's longest warranty for printers in this class.

Contributing to the low TCO is Datamax's exclusive IntelliSEQ™ technology that helps optimize print quality, increase uptime, and extend the life of the printhead. In addition, the unique DMXNet Manager offers the ability to status, configure and support the M-Class *Mark II* printers remotely across a network, which is yet another significant time and money saver.

"The high resolution print capability of the new M-4308 *Mark II* printers provide yet another compelling option for users, and will appeal to those seeking higher density printing capabilities

for clearer, higher resolution label images,” said Cindy Guiles, product manager for Datamax. “The printer’s 300 dpi capability is ideal for the medical and healthcare communities where labels that incorporate logos or bitmap images are often required.”

**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. For more information, go to <http://www.datamaxcorp.com>.

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