

PRESS RELEASE

For Immediate Release
March 25, 2008

Contact: Chip Glisson
407-523-5562

Datamax Printers Now “Speak Russian”

Datamax M-Class Mark II Printers Offer Russian Language Messages on their Front Panel Display to Enhance the Operator Experience

Orlando, FL – March 25, 2008 –Datamax, a subsidiary of Dover Corporation (NYSE:DOV), has given its M-Class *Mark II* printers the ability to display all its menus and messages in Russian, along with the ability to print Russian characters, making it the first label and bar code printer to “speak Russian”. This ability enhances user experiences in countries that comprise the Commonwealth of Independent States (CIS). Users can now view the printer’s menu and status, as well as operator messages in Cyrillic, a distinct advantage if English is not your first language.

The M-Class *Mark II*’s large 128x64 LCD graphics display panel provides easy viewing of printer menu items and operating control functions. Users whose primary language is Russian can now increase their operating efficiencies and productivity by avoiding translation-related issues that are common with other printers.

“The M-Class *Mark II* is the ideal printer for the rapidly expanding CIS countries, including Russia and Eastern Europe,” said Plamen Petkov, senior vice president of marketing and business development for Datamax. “Not only is it the only bar code and label printer that can ‘speak Russian’, when compared to any other printer in its class, the superior design, smart styling and top performance make it the clear printer of choice.”

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The M-Class *Mark II* printers are up to 24 percent faster than competing printers and 30 percent smaller, and combine powerful standard features with a variety of flexible options to meet the broadest possible range of applications.

The M-Class *Mark II* series printers have been designed to provide ease-of-use and a lower total cost of ownership (TCO) than any other competitive printer. 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 IntelliSEAQ™ 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 printers remotely across a network, which is yet another significant time and money saver.

"This M-Class *Mark II* series takes the internationally successful M-Class model to an industry-leading level of power, performance and rugged reliability to meet global productivity, profitability and low-cost-of-ownership priorities," concluded Plamen. "As Eastern Europe looks to grow its competitive position in the international marketplace, Datamax printers will help it meet its aggressive business objectives."

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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