

PRESS RELEASE

For Immediate Release

April 2, 2007

Contact: Chip Glisson

Marketing Communications Manager

407-523-5562

Datamax Upgrades its S-Class Family of Ticket Printers

Expanded communications and interfacing capabilities increases flexibility to meet diverse demands of ticketing marketplace

Orlando, Florida – April 2, 2007 – Datamax Corp. has refined its S-Class family of admissions industry ticket printers to incorporate a number of new features to further increase communications and offer more flexible configurability.

The upgraded family of S-Class printers offers serial, bi-directional parallel, and full-speed USB communications ports, increased RAM and Flash memory, and a Windows printer driver that can interface with all Windows applications. In addition, the incorporation of DMXConfig, a unique Datamax software-based printer configuration tool, provides easier configuration and quicker and more consistent deployment. All of the new features are contained within the same physical footprint and cabinetry as the previous S-Class, which set an industry standard for reliability and ease-of-use.

A number of options are available for the S-Class to meet the needs of various applications, including a ticket cutter option, Flash memory upgrades, an external Ethernet adapter, and an expanded choice of international fonts. The printers are available in tabletop and vertical-mount/in-counter configurations.

(more)

"The high performance electronics we have incorporated into the S-Class/USB family of ticket printers offers greater flexibility, allowing us to expand our ticketing options beyond the traditional application space," said Doug Hall, vice president of marketing for Datamax. "As the needs within the ticketing and admissions industry continues to require innovation, Datamax will continue to provide the industry's finest printing solutions to meet these demanding requirements."

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>.

####