



PRESS RELEASE

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Datamax Introduces Valued Partner Program to Resellers Across Asia Pacific Region

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

Beijing, China -- March 19, 2007 -- During their inaugural joint Partner Conference in Beijing, Datamax and O'Neil Product Development, both part of Dover Corporation's Product Identification Group, announced the introduction of their Valued Partner Program (VPP) to their reseller and distribution partners in the Asia Pacific region. The VPP 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 of both companies be more effective, productive and profitable in Asia Pacific's growing automatic identification marketplace.

The vision of the Valued Partner Program is to reward partners based on the level of services they provide to their end-users before, during and after the sale of Datamax- and O'Neil-branded printer solutions. The program will strengthen relationships with existing partners and promote loyalty while attracting new partners without creating channel conflict or over-distribution. The business value Datamax and O'Neil provide to their partners will be enhanced, while safeguarding their partners' margins by rewarding resellers for providing high degrees of service, sales, and application support. End-users will benefit tremendously by the premium placed by the VPP on creating a consistent and compelling stream of solutions and services.

The program will begin implementation during the second quarter of 2007 and be fully executed in the third quarter. 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 VPP's marketing component includes a cooperative marketing program as well as an array of essentials, such as direct marketing, case studies, presentations, and 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 Peter Tan, Regional Director of ASPAC sales for Datamax and O'Neil. "The VPP reinforces the integrity of the reseller and distribution community while supporting and rewarding partners who continually provide their end-users with the highest levels of service and support. The automatic identification market is growing rapidly, and the resellers that can offer a high value proposition in the sales process will ultimately be more successful. Our program is designed to allow our resellers to take advantage of this dynamic market with a host of benefits that are designed to help grow their business and customer base."

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>.

About O'Neil

Established in 1981, O'Neil Product Development, Inc. is a subsidiary of Dover Corporation and is the world's leading provider of reliable portable printing solutions. O'Neil designs and manufactures a complete line of mobile and wireless thermal bar code label and receipt printers, dot matrix impact printers and a variety of in-stock and custom media solutions. O'Neil printers are used around the globe in industries which include distribution, retail, manufacturing, law enforcement, utilities, transportation and an extensive array of business services. The company manufactures the industry's only complete line of printers, accessories, and development and support tools for route accounting, direct store delivery, and field mobile service applications. In addition to their own line of O'Neil-branded printers, the company manufactures mobile printing products in an OEM capacity for leading hand-held

manufacturers, including a family of integrated hand-held computer and printer solutions. For more information, contact O'Neil at 949.458.0500 or visit <http://www.oneilprinters.com>.

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