

PRESS RELEASE

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DATAMAX APPOINTS NEW DIRECTOR OF CHANNEL MARKETING

ORLANDO, FL – April 4, 2005 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing solutions, announced today that Sarah Schabacker has been appointed to the position of Director of Channel Marketing.

Ms. Schabacker has been with Datamax since 2000, and her previous positions include Market Analyst, Sales Manager and Business Development Manager. Her responsibilities consisted of market research and the introduction of the innovative M-Class and RFID product lines.

“As Director of Channel Marketing, Sarah will be responsible for directing all channel marketing efforts worldwide,” states Doug Salvador, Vice President of Marketing. “This includes reviewing channel policies, programs and procedures to ensure that Datamax and its partners can maintain and grow profitability in the long term. Sarah has worked closely with many of our partners and has acquired the knowledge and experience necessary to successfully manage our channel marketing program.”

“It is my goal to establish a cohesive and well thought out channel marketing program so that our customer base of dealers, distributors, OEM and PLP partners consider Datamax to be their preferred printer provider,” states Ms. Schabacker. “To do this, the Channel Marketing Team will have to develop innovative strategies for defining the Datamax channel and managing its growth, including identifying best practices within the IT industry and implementing them in a manner that

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strengthens the Datamax brand and provides profitability opportunities for all Datamax channel participants.”

Prior to her work at Datamax, Ms. Schabacker worked for the Central Florida Innovation Corporation (CFIC), a non-profit incubator funded by Orange County and the State of Florida with the goal of growing the high-tech industry in Central Florida. She worked with several companies in the Auto-ID and RFID markets, designing real-time locating systems, and determining the feasibility of their business. She graduated from the Rollins College Graduate School of Business with an MBA in 2000.

Datamax, a subsidiary of Dover Corporation (NYSE:DOV), specializes 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.

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