

PRESS RELEASE

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Datamax Partners With Innovatum to Serve the Life Sciences

Datamax Printers and Innovatum Software & Services Provide Complete Labeling Solution for FDA-Regulated Manufacturers

Orlando, FL – August 14, 2007 – Datamax Corporation, a leader and worldwide supplier of bar code labeling and RFID printing hardware, today announced a strategic alliance with Innovatum, Inc., a leading provider of software and consulting services to the Life Sciences. Under the agreement, Innovatum will support Datamax and its channel partners in implementing Datamax products in high-volume production environments for pharmaceutical, medical device and biotech manufacturers.

Datamax will introduce Innovatum's ROBAR Enterprise Label Management System to end-users subject to the compliance requirements of FDA 21 CFR Part 11 and equivalent regulations. ROBAR centrally manages all processes required to design and print unit, case and pallet labels; shipper labels, patient chart labels and clinical trial labels in regulated production environments.

"The alliance with Innovatum demonstrates our commitment to providing our customers in all industries with the resources they need to get the most from their Datamax investment," said Doug Hall, vice president of marketing for Datamax. "ROBAR supports all Datamax printers and was built specifically for regulated manufacturers. In addition, Innovatum has been working in FDA-regulated production environments for over 14 years, which helps give Datamax a total Life Sciences solution, including the best resources and the industry experience to support it."

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“Given their excellent reputation, global presence and exciting new products like the H-Class, Innovatum is delighted to help facilitate the hardware needs of our FDA-regulated clients with Datamax and its channel partners,” said, Ardi Batmanghelidj, President of Innovatum. “Our business was founded on the principle of gathering top-level experts for every aspect of an enterprise label software project, and Datamax certainly fits the bill.”

Datamax features one of the most diverse lines of thermal printers in the bar code industry—products ranging from entry-level and midrange units to high-performance systems and specialty-printer platforms. The products can be deployed off-the-shelf or customized with a variety of options to meet special user requirements. Used by some of the world's largest companies and government agencies, Datamax products address a wide variety of applications, including those in the industrial, life sciences, automotive, ticketing and retail market sectors.

Innovatum’s ROBAR Enterprise Label Management System is a complete bar code and RFID label design, review, approval, printing and compliance software package built explicitly for the Life Sciences. ROBAR includes Microsoft-certified printer drivers for the entire line of Datamax bar code and RFID label printers, including the new H-Class line. Its WYSIWYG label design interface, web-based workflows, role-based security, comprehensive audit logs and validation documentation packet make it a robust solution to maximize productivity while strictly adhering to FDA 21 CFR Part 11 and equivalent regulations.

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>.

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About Innovatum, Inc.

Innovatum is a software development and IT consulting firm that specializes in solutions and services for pharmaceutical, medical device and biotech manufacturers. Founded in 1993 by Life Sciences industry veterans, its operational expertise is concentrated in automated manufacturing, inventory control and supply chain processes. Many of the most prominent manufacturers in the Life Sciences rely on Innovatum software and services to maximize productivity while protecting consumer health with extensive compliance and security measures. Innovatum is headquartered in Sugar Hill, Georgia. For company information, see www.innovatum.com.

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