

PRESS RELEASE

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Datamax Announces the New M-Class *Mark II* Family of Compact Industrial Printers

New Generation of 4" Printers Offer Most Modern Design, Rugged Functionality, Longest Warranty, and Best Value for Thermal and RFID Printers

Orlando, FL – November 12, 2007 - Datamax today announced the release of the M-Class *Mark II* industrial strength printer series that offer high performance and a broad range of value-packed features in a compact modular design that raises the bar for thermal and RFID printers. 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.

"The M-Class *Mark II* printers offer the high-speed performance and sleek yet rugged design required in modern industrial environments, the reliability and flexibility demanded in commercial applications, and a small footprint when space is a consideration," said Cindy Guiles, product manager for Datamax. "The printer's industry-leading 2-year mechanical

warranty and 1-year or 1 million linear inch printhead warranty, combined with a very competitive price, make it an unbeatable value and the ideal solution for nearly any application."

The M-Class *Mark II* series offers a choice of two print speed configurations; 6 inches per second and 10 inches per second. New standard features provided on the printers include: a lightening fast processor for dramatically increased performance; a large 128 x 64 LCD graphics display for menu viewing and printer function controls; 8MB/16MB RAM and 4MB/8MB Flash, competitive emulations for seamless integration without host reprogramming, and serial/parallel/USB connectivity to meet diverse application requirements and easy integration into any network.

The simple-to-operate M-Class *Mark II* offers a variety of connectivity options, including wireless, Ethernet and USB Host, as well as upgrades such as internal rewind, peel and present, cutter, MCL "smart" solutions, and increased Flash capabilities. The M-Class *Mark II* printers are equipped with an integrated RFID option that supports either UHF or HF requirements, and are designed to meet current or future RFID requirements.

"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 Paul Lehmann, director of product management for Datamax. "When you compare the new generation M-Class *Mark II* with any other printer in its class, the superior design, smart styling and top performance make it the clear printer of choice."

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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