

## ***PRESS RELEASE***

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### **Datamax Introduces the Small, Simple and Rugged MP Family of Printers**

*The MP Printer Family has Proven to be the Ideal Solution for Warehouse, Healthcare, Transportation/Logistics and Ticketing Applications*

**Orlando, FL – February 26, 2008** –Datamax (NYSE:DOV) has now added the MP family of printers, comprised of the Compact and the Nova series, to its product portfolio. The Compact4 series, which includes the Compact4 and Compact4 Mobile, are small powerhouses, simple to use, and ideal for on-demand printing, especially where space is limited. The Nova printer series are available in 4, 6 and 8 inch widths and are designed for customers who require a small, easy-to-use printer with fast speeds and high capacity label rolls.

The MP family of small, easy-to-use and ruggedly reliable printers creates a positive working experience in even the most challenging environments. Their versatility and deployment flexibility have made them the ideal choice for diverse applications such as warehousing, transportation and logistics, healthcare and retail.

Previously manufactured and distributed by Imaje, also a subsidiary of Dover Corporation, the printer line was integrated into Datamax because of the company's industry-leading expertise in thermal bar code printer technology, and its worldwide marketing and sales infrastructure. The MP family has a large existing customer base in Northern Europe, including large global automotive and retail manufacturers, as well as small, independently-owned enterprises.

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“Thermal bar code printers and the associated technology is the heart of our core competency, so adding the MP printer series to Datamax’s product offering provides a number of competitive advantages,” said Mark Bjerkestrand, Datamax chief operating officer. “Both the Compact and Nova series of printers have achieved considerable success in Europe and are now beginning to experience similar success on a global perspective. The reason is easy to understand...these printers offer unmatched reliability in a compact footprint, they are extremely easy to use, and provide a high degree of deployment flexibility. Our huge installed base of worldwide resellers and end-users can now benefit from this highly reliable and proven family of printers.”

The Compact4 series feature a compact footprint, easy-to-use controls, and a rugged hardshell metal exterior. The Compact4 Mobile’s versatile mounting configurations and vibration/shock isolation system have made it the ideal choice for the most challenging environments, including the warehouse and factory floor, as well as transportation, mobile stations and forklift operations. The Compact 4 series also offers the high performance and superior print quality which are the perfect fit for laboratory and medical applications.

The Nova printer series is for customers who require high speed, high capacity label rolls, reliability, and superior ease of use. These printers are the most compact printers in their class, and feature all-metal casing, which are tough enough for harsh industrial environments, yet quiet enough for office use.

### **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. For more information, go to <http://www.datamaxcorp.com>.

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