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Zebra Technologies Announces Deborah Murphy as Vice President of Market and Channel Development, Specialty Printing Solutions

Newly created role for organization will broaden Zebra's global go-to-market plans

Lincolnshire, Ill., March 16, 2010—Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in specialty printing and automatic identification solutions, announces the promotion of Deborah (Debbie) Murphy to vice president of Market and Channel Development for Specialty Printing Solutions (SPS). Effective March 1, 2010, Murphy reports to Mike Terzich, senior vice president, Global Sales & Marketing.

This new role represents an arc in Murphy's 14-year career with Zebra where she's held several marketing roles within SPS, including the formation and development of Zebra's burgeoning global healthcare business. As Vice President of Market and Channel Development, Murphy will be responsible for developing a global, multi-year SPS market plan that encompasses new vertical markets, channels and applications.

"Debbie's historical knowledge of the Zebra business, combined with her proven ability to develop strategic, thought-leading marketing programs will help identify and strengthen our market position around the world," said Terzich. "In this new role for the organization, Debbie will also develop a new Independent Software Vendor Program – which will offer an expanded set of applications and solutions for today's business needs – a critical and growing area of importance for Zebra."

Murphy will also be tasked with strategic alignment and continued development of our critical global alliance relationships.



Murphy brings more than 20 years of strategic planning and market development experience to her new role within Zebra. Her extensive background in business and marketing strategy began at MCI Telecommunications and later moved to a document management/imaging technology division of GTE, where she served as Director of Marketing. Most recently, she served as Zebra's Director of Marketing. Murphy has a Bachelor of Science degree in Marketing from the University of Connecticut's School of Business.

About Zebra Technologies

Zebra Technologies Corporation (Nasdaq: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions, visit <http://www.zebra.com>.

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