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**Zebra Technologies Wins Four ‘Best Channel Product’ Awards
from Business Solutions Magazine**

VERNON HILLS, ILL., July 30, 2010 – Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in specialty printing and automatic identification solutions, was honored today with four ‘Best Channel Product’ awards by *Business Solutions* magazine for the Xi4 table top printer series, RW420 mobile printer, P4T mobile bar code printer and the ZXP Series 8 Retransfer printer. Voted-on by more than 1,400 value-added resellers (VARs), products were judged based richness of features/functionality, product reliability/durability, ease of integration, ease of upgrade and VARs ability to easily service.

“Earning four Best Channel Product Awards illustrates the focus Zebra has given to providing durable products and solutions that not only meet critical business needs, but help our partners deliver real value to our end customers,” said Fred Zaeske, vice president and general manager, North America Specialty Printing Group. “We are honored to have received this recognition from our partner community.”

Zebra was recognized for product excellence in the following four categories:

- **Bar Code Printers – Xi4 Table Top Printer Series:** This series is an all-metal line that offers rugged durability, outstanding print quality, fast print speed, long life and unparalleled reliability. The Zebra Xi4 Series is designed for applications with high duty cycles in harsh environments and improves on Zebra’s previous line of XiIIIPlus™ tabletop printers boosting productivity with up to 40 percent faster print speeds on select models.
- **Wireless Mobile Printers – RW420 Mobile Printer:** Zebra’s RW 420 is ideal for printing delivery receipts and invoices on the go. Its modular design allows users to choose among wireless options, card readers, and integral accessories such as vehicle mounts for simplified route printing. It is the only mobile printer to meet the stringent IP54 dust and water resistance rating and can withstand the harsh demands of a number of Route Accounting and Field



Service printing applications.

- **Mobile Barcode Printers – Zebra P4T:** The P4T is the world's first mobile thermal transfer printer with optional RFID upgradability. This mobile printer can print long-life bar code labels and documents up to 4-inches wide that can withstand harsh and outdoor environments. The P4T boasts an array of features such as the latest Bluetooth 2.0 or 802.11b/g wireless connectivity, battery monitoring, large LCD, center-loading media and large memory, and ergonomic design.
- **Card printers – ZXP Series 8 Retransfer Printer:** This unique card printer line creates on-demand plastic cards with picture-perfect image quality using image processing algorithms based on Zebra's photo printer technology. Through the printer's best-in-class throughput, provided by Zebra's patented laminator feature, the ZXP Series 8 is capable of laminating both sides of a card simultaneously. The new laminator option provides an extra layer of protection and security which is essential security element for federal credentialing, state driver's licensing, and for organizations with high security requirements.

As a follow up to the publication's 'Best Channel Vendor' survey which was published in January of this year, *Business Solutions* magazine's Best Channel Products awards were determined through feedback from VARs, consultants, integrators, and ISVs (independent software vendors). A total of 16,656 votes were cast in the survey making it one of the largest surveys of its kind with this level of detail. Scores were then calculated by Penn State University and *Business Solutions* magazine's editorial staff.

For more information about Zebra printers and genuine Zebra supplies, please call 800-452-4056 or visit www.zebra.com.

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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