

## DATALOGIC MOBILE BECOMES AN OFFICIAL SPONSOR OF FORD PERFORMANCE RACING.

**Melbourne, 18 June 2010** - Ford Performance Racing (FPR) have further strengthened their relationship with Datalogic Mobile. FPR is the primary manufacturer-backed Ford team in the V8 Supercar Championship Series. Datalogic Mobile is part of Datalogic, the third largest manufacturer in the world and leader in Europe for bar code readers, data collection mobile computers and RFID systems.

Building on the existing Technical Partnership Datalogic Mobile has now become a Supporting Partner of FPR. They will be running branding on the #5 FPR Falcon of Mark Winterbottom for the remainder of the V8 Supercar season.

"We are very excited to expand our support within the FPR team. Our companies share some core goals and values such as - providing speed, performance and reliability in our products" said Anthony Beavis, Managing Director of Datalogic Mobile. Also expressing his appreciation of the additional support was FPR's Director of Business Operations, Mark Roworth.

"We're extremely happy to have Datalogic Mobile bolster their support ... their expertise in managing our inventory logistics for both the race team (FPR) and our road car program (Ford Performance Vehicles) is invaluable," he said.