

DATALOGIC SCANNING ANNOUNCES THE GRYPHON L GD4300 READER - A FEATURE RICH HANDHELD LASER SCANNING SOLUTION

FOR IMMEDIATE RELEASE Datalogic Scanning Announces the Gryphon L GD4300 Reader A Feature Rich Handheld Laser Scanning Solution Eugene, Oregon, January 13, 2010 – Datalogic Scanning is excited to announce the Gryphon™ L GD4300 laser scanner as the latest member to join Datalogic Scanning's renowned Gryphon family of general purpose handheld scanners. Datalogic Scanning acknowledges the demands by the data capture marketplace call for technological advancements that offer cost effectiveness, high productivity and strong return on investments as the global economy evolves. "The Gryphon readers have long held a global leadership role in the general purpose handheld arena, and have consistently been the unequivocal leader in the European market," stated Dave Sullivan, Global VP of Sales and Marketing, "We are happy to introduce the Gryphon L GD4300 reader to the data capture market. With premium features such as the Datalogic Scanning patented 'Green Spot' Technology for good read feedback, strong reading performance and reliability, the GD4300 reader is able to excel in retail, office automation and light industrial applications." The Gryphon L GD4300 reader is a high performance laser scanner that offers a robust ergonomic scanning design, making it a reader of choice for various data capture vertical markets. Datalogic's Aladdin™ software configuration tool is available at no extra cost, and improves the reader's installation and maintenance. The return on investment (ROI) is enhanced through remote host downloads, lowering service costs and improving operations and the 5-year factory warranty. The Datalogic patented 'Green Spot' Technology not only assures good read feedback, but also improves scanning efficiency in noisy environments by providing soundless scanning. This scanner is USB compliant, and offers two multi-interface models that increase its versatility within the differing markets. Gryphon Products The Gryphon L GD4300 laser scanner joins the globally recognized Gryphon family, which represents the premium line of offerings found within Datalogic's group of handheld readers. The Gryphon readers all feature the Datalogic Scanning patented 'Green Spot' Technology for good read feedback and come with several options; corded or cordless and 1D or 2D label decoding. The cordless models offer either the Datalogic STAR Cordless System™ radio or Bluetooth® Wireless Technology. Gryphon L GD4300 Reader – Key Features: • Aggressive reading performance of over 100 scans/second • Datalogic patented Green Spot Technology for good read feedback • GS1 DataBar™ reading capabilities covering present and future POS applications • Lightweight and ergonomic design which helps reduce operator fatigue • Excellent depth-of-field of over 47.0 cm/19.0 in. (testing done with a 100% UPC, Grade A label) • Drop resistance of 1.8 m/5.9 ft. • IP52 Environmental rating offering protection for use in dusty and moist environments • Multi-interface solutions with the most popular interfaces • Datalogic's Aladdin software configuration included at no additional cost • Remote host download capability • USB certified kits available • 5-year factory warranty Datalogic Scanning by the Numbers • A Datalogic Scanning bar code reader is installed every 36 seconds. • Over 3 million Datalogic handheld readers have been sold since 1998. • Over 30,000 customers have chosen Datalogic Scanning handheld readers. Datalogic and the Datalogic logo are registered trademarks of Datalogic. S.p.A. in many countries including the U.S.A. and the E.U. Datalogic Aladdin and Datalogic STAR Cordless System trademarks of Datalogic Scanning

Group S.r.l. Gryphon is a trademark of Datalogic Scanning, Inc. Other brands and product names may be trademarks of their respective owners. About Datalogic Scanning Datalogic Scanning is the recognized #1 worldwide leader in high-performance fixed position retail point-of-sale scanners and the #1 provider of handheld scanners in EMEA (Europe, Middle East and Africa), with the most complete line of general purpose and ruggedized handheld scanners available today. Headquartered in Eugene, Oregon, Datalogic Scanning, a division of the Datalogic Group, serves multiple industries throughout the retail supply chain and distribution channel as well as manufacturing, government, healthcare, banking and finance sectors with a presence in over 120 countries. For additional information about Datalogic Scanning products, please visit www.scanning.datalogic.com, email scanning@datalogic.com, or call +1-800-695-5700 (toll-free in the USA only) or +1-541-683-5700. CONTACT: Pam McQueen Pam.mcqueen@datalogic.com +541-302-2012 ###