

BUSINESS SOLUTIONS MAGAZINE SELECTS DATALOGIC SCANNING AS BEST CHANNEL VENDOR FOR 2009

FOR IMMEDIATE RELEASE Business Solutions Magazine Selects Datalogic Scanning as Best Channel Vendor for 2009 Awarded in both Data Collection Hardware and POS Hardware Categories NRF 2009, New York City and Eugene, Oregon, January 12, 2009 – Datalogic Scanning is proud to announce that it has been selected by Business Solutions magazine's subscribers as one of the Best Channel Vendors in the AutoID Industry. Datalogic Scanning is featured in the January 2009 issue of Business Solutions magazine where it was rated as a Best Channel vendor in both Data Collection Hardware and POS Hardware. "Since the launch of Datalogic Scanning's EASEOFBIZ Channel Partner Program in September 2007, we have received very positive responses from our partners. As a result of favorable evaluations in Business Solutions and other independent surveys, Datalogic Scanning has been named the top AutoID Industry Channel Vendor by several neutral industry experts," said Dave Sullivan, Senior Vice President of Sales and Marketing. "This is exciting news for Datalogic Scanning and our more than 500 prestigious resellers, Value Added Distributors (VAD's) and independent software vendors. Along with our channel partners this past year, Datalogic Scanning has penetrated new markets and established important relationships with prominent customers. As a team, we continue to distinguish ourselves, delivering the right products and solutions to meet the ever changing needs of our mutual customers." Please be sure to visit the Datalogic booth, #859 at Retail's Big Show, the NRF 98th Annual Convention and Expo in New York on January 11-14, 2009. Datalogic Scanning by the Numbers • A Datalogic Scanning bar code reader is installed every 36 seconds. • Over 5 million Datalogic Scanning scanners have been sold since 1998. • Over 30,000 customers have selected the Datalogic Scanning brand. Datalogic and the Datalogic logo are registered trademarks of Datalogic S.p.A. in many countries. All other brand 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: Marilyn Junkins marilyn.junkins@datalogic.com +1-541-302-2131 ###