

DATALOGIC APPOINTS JOE GUY AS NEW VP SOLUTIONS FOR AUTOMATIC DATA CAPTURE

Bologna Italy and Eugene Oregon, March 12, 2012 – Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), market leader and total solutions provider of bar code readers, mobile computers, RFID and vision systems, has appointed Joe Guy as Vice-President and General Manager, Solutions, Datalogic ADC.

Reporting directly to Datalogic ADC CEO, Bill Parnell, Joe Guy brings a wealth of software and solutions experience to Datalogic. In addition to his previous role as Sr. Vice President of Solutions and Products for PSC from 2002-2006, he served as President/CEO of Xpanxion, providing software development services for small to midsize application software companies.

“We are delighted to welcome Joe Guy to our newly formed Solutions business unit within Datalogic ADC, following the integration of Evolution Robotics Retail and Enterprise Business Solutions earlier this year. He is an asset to the team and will be supporting our business needs in both the US and Europe,” said Bill Parnell.

Prior to joining PSC, Joe Guy held the position of General Manager for both IBM and NCR, leading global software and solution initiatives for tier one retailers. Most recently he has led key acquisition integration teams and initiatives for Aprimo, the applications software division of Teradata, an organization focused on database software and data warehousing.

“Within the Datalogic ADC Solutions business unit, we bring together the customer centric capabilities of the two retail solution focus areas of Self-Shopping with Shopevolution and Joya, and loss prevention with Lane Hawk BOB. I look forward to expanding our reach and value to customers via the broader Datalogic ADC family and to working even more closely with our existing partners to develop solutions for key applications,” said Joe Guy.

Datalogic ADC was formed following the integration of Datalogic Scanning, Datalogic Mobile, Enterprise Business Solutions and Evolution Robotics Retail. This significant business development move capitalizes on major investments made so far by the Datalogic Group in the Automatic Data Capture market and confirms the company’s world-class leadership position for innovation and service. These four entities combine forces to respond to market needs for products and solutions that ensure quality, flexibility, efficiency and the highest possible level of customer satisfaction.