DATALOGIC (STAR: DAL.MI) - PRELIMINARY SALES REVENUES AT 121.4 MILLION EURO IN THE SECOND QUARTER, +15.3% COMPARED TO THE SECOND QUARTER 2011

Bologna, 16th July 2012 – Datalogic S.p.A. ("Datalogic"), a Company listed on the STAR segment of the Italian Stock Exchange (Borsa Italiana S.p.A.: DAL) and global leader in automatic identification, one of the main suppliers of global solutions and manufacturer of barcode readers, data collection mobile computers, RFID and vision systems, announced today its preliminary revenues for the second quarter of 2012.

Mauro Sacchetto CEO of Datalogic Group, stated: "We are pleased with the revenue performance of the second quarter 2012, which showed significant signs of recovery from the slowdown in the first quarter of the year, and this despite the rather flat macroeconomic backdrop. In particular, the Industrial Automation Division, which during this period completed integration of the newly-acquired Accu-Sort and PPT Vision, operational since 1st July, registered like-for-like growth of over 8%. The current quarter will benefit from the positive trend in orders even taking seasonal effects into account, and thanks to the new organisational structure and the integration of the acquired companies, completed ahead of schedule, we are confident that the current year will be positive and we will meet out pre-set targets".

Preliminary sales revenues for the second quarter of 2012 came in at 121.4 million Euro, with a growth of 15.3% y/y (+8.6% at constant Euro/Dollar exchange rates), compared to 105.3 million Euro achieved in the second quarter of 2011. These results include Accu-Sort Systems Inc. and PPT Vision Inc., for a total amount of 11 million Euro.

The orders already received were equal to 115 million Euro, +2% compared to the second quarter 2011.

The **ADC (Automatic Data Capture) Division** specialized in fixed barcode readers for the retail market, handheld scanners and mobile computers for professional use, grew by +4% compared to the second quarter of last year, with revenues of 75.2 million Euro (72.6 million Euro in the second quarter of 2011).

The **Industrial Automation Division**, specialized in the production of automatic identification systems, safety, detection and marking solution for the Industrial Automation market, recorded sales of 37.2 million Euro, up 53.7% compared to 24.3 million Euro in 2Q11, thanks to the consolidation of Accu-Sort Systems Inc. and PPT Vision Inc., that contributed for 11 million Euro. On a like-for-like basis, the Industrial Automation Division posted growth of 8.3%. Please note that from 1st July, the integration of Datalogic Automation, Accu-Sort Systems and PPT Vision was completed, leading to the creation of a single entity that will strengthen the group's global position in the industrial automation market.

Informatics achieved a growth of +5% with sales of 8.9 million Euro compared to 8.5 million Euro in the second quarter of 2011.

For the first half of the year, preliminary sales revenues reflect the gradual improvement in the second quarter, and **came in at 236.8 million Euro**, with growth of 12.6% compared to 1H11 (+7.7%

at constant Euro/Dollar exchange rates).

The Group's results of the second quarter and first semester of 2012 will be approved by Datalogic's Board of Directors on July 30th, 2012.