DATALOGIC (STAR: DAL.MI) - THE BEST EVER QUARTER FOR DATALOGIC: PRELIMINARY SALES REVENUE FOR THE THIRD QUARTER 2011 CAME TO 107 MILLION EURO, APPROX. +7% VERSUS THE SAME PERIOD IN 2010!

Bologna, October 11, 2011 – Datalogic S.p.A. (Borsa Italiana S.p.A.: DAL), a company listed on Mercato Telematico Azionario – Star Segment – organized and managed by Borsa Italiana S.p.A. ("Datalogic"), a market leader in bar code readers, data collection mobile computers, RFID and vision systems, today announced its preliminary sales revenue for the third quarter and the first nine months of 2011.

The Datalogic Group CEO, Mauro Sacchetto commented, "I want first of all to emphasize that the sales revenues achieved in this third quarter are the best ever for Datalogic. A particularly significant result if one considers that seasonality usually has a negative effect on the period concerned – without forgetting the complexity of the present international economic environment in which we have to operate. Reorganization of the Group in its two key markets of reference, i.e. Automatic Data Capture and Industrial Automation, has permitted incisive marketing and distribution action and major penetration ability, thus enabling Datalogic to maintain significant rates of growth and confirm its global leadership in the segments in which it operates".

Preliminary sales revenue for the third quarter of 2011 came to 107 million Euro, recording a nearly 7% growth rate compared to 100,4 million Euro in the third quarter of 2010. With a constant exchange rate, the increase would have been approximately +11%.

As far as all the Group's divisions are concerned, the Scanning and Automation Divisions registered a strong growth.

Datalogic Automation, which specializes in the production of barcode, RFID and vision systems for the Industrial Automation market, recorded a growth up 9% with revenues of over 23 million Euro.

In the ADC market (Automatic Data Capture), Datalogic Scanning, specialized in the production of bar code readers for the retail market and hand held scanners, has shown an increase of approx. 10% with revenues of over 53 million Euro.

Concerning Datalogic Mobile, specialized in the production of mobile computing solutions, sales revenues amounted to 21 million Euro, in line with the third quarter of 2010. Finally, the Business Development Division (which includes Informatics Inc. and Evolution Robotics Retail Inc.) recorded sales revenues of 9 million Euro, in line with the third quarter of the previous year.

Preliminary sales revenue for the first nine months of 2011 reached over 317 million Euro with a growth of 9% compared to 291.2 million Euro of the same period of last year. With a constant exchange rate, the increase would have been approx. +12%.

The Group's results for the third quarter 2011 will be approved by Datalogic's Board of Directors on November 9th, 2011.