DATALOGIC SCANNING WINS MAJOR SALES CONTRACTS, EXCEEDING $35M, WITH EACH OF THE TOP TEN GLOBAL RETAILERS

Bologna 20 November 2007 - Datalogic Scanning Inc. is pleased to announce that as a result of several recent sales wins, the Magellan® brand of retail point-of-sale (POS) scanners has officially been selected for deployments by every one of the top ten retailers, worldwide, in the last twelve months.

"Our customers tell us consistently that they can install a Magellan scanner and forget about it," said Matt Schler, General Manager for Retail Fixed Scanning. "Retailers continue to choose Datalogic Scanning products because of our established heritage of product reliability and innovation, coupled with over 35 years of experience in the retail industry."

Datalogic Scanning is the recognized worldwide leader in high-performance retail point-of-sale scanners. For the last three years running the company was the worldwide leader in total global shipments of stationary bar code scanners, as measured by Venture Development Corporation (VDC), an independent technology market research and consulting firm.

"It is gratifying to continue to have the value of our products validated in the worldwide POS market with over $35M in recent commitments. We are proud to provide proven, best-in-class, retail POS scanners and scanner/scales to such a respected group of companies," said Bill Parnell, President and CEO of Datalogic Scanning, Inc. "We have long been known for high quality, reliable products; dedicated people; and flexible, responsive customer service."

Facts about the Datalogic Scanning Magellan family of POS scanners:

• A Datalogic® bar code scanner is installed every 36 seconds.

• Over 1.5 million Magellan scanners have been installed in the last 10 years.

• Over 4,500 customers have chosen the Magellan brand.