# DATALOGIC S.P.A APPLAUDS WEB SITE AWARD, INTERNET STRATEGY BY WASP BARCODE TECHNOLOGIES, A BUSINESS UNIT OF INFORMATICS INC.

Bologna 25th January 2008 - Further proving the success of its aggressive Internet marketing strategy, Wasp Barcode Technologies (Business Unit of Informatics Inc., part of the Datalogic Group) has scored a Silver W  Award from the International Academy of the Visual Arts. The U.S.-based company was recognized for high quality of its web site in the competition's computer software category.

"By winning this prestigious award, Wasp has demonstrated the power of a thoughtful, creative approach to Internet marketing," said Roberto Tunioli, Vice Chairman and Chief Executive Officer for Datalogic S.p.A. "We are excited that this strategy translates so well to the bottom line, since Wasp's small-business customer base continues to grow and look to the company for both products and information on how to improve their performance."

The W  Awards honor creative excellence on the web and recognize the creative and marketing professionals behind award-winning web sites, web videos and online marketing programs. W  is the first major web competition to be accessible to the biggest agencies, the smallest firms, and everyone in between. In its second year, the W  Awards received more than 2,700 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals, web designers, graphic designers and web enthusiasts.

Over the last year, Wasp has dedicated significant marketing resources to its web site. This has included a full re-design, the addition of a small business resource center, the recent creation of online videos demonstrating the company's products, and more.

"Since our products are designed especially for small businesses, our target users can be difficult to find," said Steve Coffman, President for Wasp Barcode Technologies. "By creating an accessible, powerful and information-packed web site, we can reach out to small businesses that are spread throughout the United States and around the world. It is gratifying that organizations such as the W3 Awards have recognized our efforts, as well as our success."