A NEW LEADERSHIP FOR DATALOGIC S.P.A.

Bologna, April 3rd 2009 - In relation to the renewal of the Board of Directors of Datalogic S.p.A., the main item on the Agenda of the forthcoming Ordinary Shareholder's Meeting planned for the 21st April, Roberto Tunioli, has communicated that he intends to step down from his position as CEO and not stand for re-election when his contractual term is set for renewal at the upcoming meeting. Mr. Tunioli, who has held the CEO position for 16 years, stated that he has at this point completed an extensive process of corporate and strategic development and, in such sense, would like to undertake new professional challenges.

Datalogic's Board of Directors, convened under the chairmanship of Romano Volta, resolved to submit the appointment of Mauro Sacchetto, General Manager of Datalogic S.p.A. as Board Director and, at the same time, as Chief Executive Officer, for approval of the Shareholders.

In order to insure the utmost business and company continuity, the Board of Directors also resolved to submit for approval of the Shareholders that, upon expiry of his office, Roberto Tunioli will continue to be a member of the new Board of Directors giving his contribution to the development of the company.

Romano Volta, Chairman of Datalogic S.p.A., stated: "*Datalogic has become a worldwide leader and a reference point on its market because it has always skilfully innovated and managed the business effectively and far-sightedly, getting the best out of each change. In 1972 we commenced an endless development process, which gained a crucial turning point when Roberto Tunioli was appointed as CEO in 1994. Mr. Tunioli is an exceptional man who proficiently turned the company into a model business from many a point of view, making it a global player through intensive organic and external growth and by moulding that winning and innovating way of thinking, which by now is deep-rooted in Datalogic's DNA. Therefore, I personally, together with the Board of Directors, would like to thank him for what he has done. We believe that Mauro Sacchetto is the best person to continue the company's growth, despite the current economic crisis, through a process of worldwide development and consolidation. Mr. Sacchetto is a professional man with comprehensive international experience and outstanding technical and strategic expertise. Roberto Tunioli and I are certain that he will do an excellent job in pursuing the company's expansion strategy*".

Roberto Tunioli remarked: "*I thank the Chairman and the Board of Directors for their total and utmost trust and support over the past 16 years, each of which were unique and wonderful. I leave the leadership of Datalogic following years of extensive expansion and I am certain that the soundness of the choices made and the quality of the company, of its management team and of all its employees will allow Mauro Sacchetto to continue towards new and even more challenging goals*".