DATALOGIC (STAR: DAL.MI) - SALES GROWTH CONTINUES: FIRST SEMESTER RESULTS UP 10% VERSUS THE SAME PERIOD IN 2010

Bologna, July 13, 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, announced today its preliminary revenues for the first semester of 2011 and the second quarter of this year.

The Datalogic Group CEO, Mauro Sacchetto commented, *"the results of the first semester confirm Datalogic's potential for growth once again. Our Group has shown that it is capable of maintaining a higher growth rate than that of the reference markets and is capable of programming its business in the long term. Our Three Year Plan for 2011 to 2013 emphasizes this as an improved extension of the prior industrial business plan. I would like to reiterate that the main drivers for growth on which we base our business activities are strengthening our competiveness in our reference markets, developing in emerging countries, especially in South America and Asia, and improving efficiency and industrial productivity."*

Preliminary sales revenue for the first semester of 2011 reached 210 million Euro, recording a nearly 10% growth rate compared to 191 million Euro in the first semester of 2010. With a constant exchange rate, the increase would have been approximately 13%.

All of the Group's divisions have registered growth compared to the first semester of the previous financial year. In particular, the Scanning and Automation Divisions have continued to show a very positive trend in the first six months of this year.

Datalogic Automation, which specializes in the production of barcode, RFID and vision systems for the Industrial Automation market, recorded a growth of +12% with revenues of approximately 48 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 14% with approximately 102 million Euro in revenues and Datalogic Mobile, specialized in the production of mobile computing solutions, recorded sales revenues of around 42 million Euro, in line with the first semester of 2010. The Business Development Division (which includes Informatics Inc. and Evolution Robotics Retail Inc.) registered an increase of 10% with sales revenues of approximately 18 million Euro.

Preliminary sales revenues for the second quarter of 2011 reached 105 million Euro with a growth of 4% compared to the second quarter of 2010. With a constant exchange rate, the increase would have been +10%.

The Group's results of the second quarter and first semester of 2011 will be approved by Datalogic's Board of Directors on July 29th, 2011.