DATALOGIC CLOSES 2010 WITH PRELIMINARY REVENUES UP 26% TO 392.7 MILLION EURO. EXCELLENT REVENUES FROM SALES IN FOURTH QUARTER 2010: 101.5 MILLION EURO, UP 17%

Bologna, January 18th, 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 2010 and the fourth quarter of 2010.

Datalogic's CEO, Mauro Sacchetto, commented: *"Revenues from sales were extremely positive in 2010, both for the Group as a whole and for the individual divisions. This constitutes further evidence of the soundness of the strategies adopted in the previous months, including continuing R&D investments, aggressive marketing action and strategic partnership agreements.*

Thus, Datalogic has reaffirmed its leadership in its target markets, with excellent growth and expansion prospects for 2011 and an organization capable of meeting future challenges in international markets."

Preliminary revenues from sales in 2010 rose by 26% compared to the same period in 2009, to 392.7 million Euro. Group sales were positive also in the fourth quarter, as revenues amounted to 101.5 million Euro, up 17% on the fourth quarter of 2009.

All of the Group's operating divisions achieved significant growth in both the year and the quarter just ended.

The Datalogic Automation Division, which specializes in the production of barcode, RFID and vision automatic identification systems, recorded total revenues of 90.4 million Euro up 36% from the same period of 2009 (26 million Euro in the fourth quarter of 2010, up 40.5% on an annual basis). Datalogic Mobile, specialized in the production of mobile computers for professional use, saw its revenues grow by 28%, to 87.6 million Euro (24 million Euro in the fourth quarter, up 9% on an annual basis). The Datalogic Scanning Division, specialized in the production of bar code readers for the retail market and hand held scanners, posted a 24% increase in revenues, to over 181 million Euro (43 million Euro in the fourth quarter, up 13% on an annual basis). The Business Development Division (which includes Informatics Inc. and the recently acquired Evolution Robotics Retail Inc.) recorded revenues of over 33 million Euro, reflecting a 9% increase.

The result for the year ended December 31st, 2010 will be approved during the next meeting of the Board of Directors, which will be held on March 8th, 2011.