THE FIRST QUARTER CONFIRMS A SUSTAINED GROWTH OF SALES REVENUE WITH 105 MILLION EUROS, REPRESENTING A 17% INCREASE COMPARED TO THE SAME PERIOD IN 2010

Bologna, April 12th, 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 quarter of 2011.

Datalogic's CEO, Mauro Sacchetto, commented: *"The 2011 financial year opened on an upward trend not only year on year, but also in comparison with the previous quarter, thus confirming a more positive trend than in 2010. This is the latest sign that Datalogic has succeeded in consolidating its position as a market leader. We can only be confident for the future and, above all, we are ready to take on any challenges in order to maintain this growth. We are aiming for interactive business development at an international level, in particular in those areas that present the greatest opportunities".*

Preliminary sales revenue for the first quarter of 2011 reached 105 million Euros, representing nearly 17% growth compared to the first quarter of 2010 and a 3% rise compared to the fourth quarter of 2010.

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

The Datalogic Automation Division, which specializes in the production of barcode, RFID and vision automatic identification systems, recorded in the quarter revenues of over 24 million Euro up 28%. The Datalogic Scanning Division, specialized in the production of bar code readers for the retail market and hand held scanners, posted a 20% increase in revenues, to over 50 million Euro. Datalogic Mobile, specialized in the production of mobile computers for professional use, closed the quarter with a sales revenue of 21 million Euro up 2%, while the Business Development Division (which includes Informatics Inc. and Evolution Robotics Retail Inc.) recorded growth of +8% with sales of over 9 million Euro.

The Group's results for the first quarter of 2011 will be approved by Datalogic S.p.A's Board of Directors on May 10th, 2011.