DATALOGIC CHOSEN BY THE TOP FRENCH RETAILERS: 30.000 READERS INSTALLED THROUGHOUT FRANCE FOR A VALUE OF APPROXIMATELY 5 MILLION EURO

Bologna, Italy, March 2, 2010 - Datalogic Group, a leader on the market of barcode readers, data collection mobile computers, RFID systems and photoelectric sensors for industrial automation, through its subsidiary Datalogic Scanning, the worldwide leader in fixed position retail point-of-sale scanners, has been chosen by seven top French Retailers to supply 30.000 bar code readers to enable them to conform to new standards approved in France concerning cashier safety in supermarkets and hypermarkets.

The work order is worth approximately 5 million Euro.

In 2009, a survey on workplace injuries launched by the French government did indeed conclude that the handling of rather heavy items could compromise cashiers' safety. Thus the government adopted a specific law that allows cashiers not to handle bulky products heavier than 8 kg.

Datalogic's Imager GryphonTM I GM4100 cordless readers were chosen because they are also able to easily read items on the bottom shelf of the shopping carts. They are consequently the best solution to comply with these new legal restrictions.

Datalogic Scanning already supplies its fixed Magellan scanners to the top ten Retailers worldwide and has developed a handy and effective solution for French Retailers, which combines the functions of cordless handheld readers with the fixed Magellan scanner point of sale systems.

The GryphonTM handheld readers stand out in view of their extremely versatile technology that adapts to the various application environments offering key features, such as an excellent distance reading capability, fast acquisition of all types of codes and the patented Datalogic technology "Green Spot" ensuring good read feedback of the code, both immediate and visual. The winning features of the GryphonTM readers are completed by their ergonomic design, making them light and handy to use, even for extended periods of time.

Thanks to our extensive range of products - Mr. Mauro Sacchetto pointed out, CEO of Datalogic Group - we managed to immediately meet the specific requirements of the French law. Our policy is based on constant innovation in order to promptly respond to the current changes on the market. Our strategy consists in investing in developing excellent products that satisfy our customers' needs; such strategy has indeed enabled us to win a leading position at an international level. Thanks to the change in the afore-mentioned "safety" standards, we have strengthened our presence on the French market and we are convinced that this opportunity may lead to further developments.