DATALOGIC (STAR: DAL.MI) - PRELIMINARY SALES REVENUES AT 110.6 MILLION EURO IN THE THIRD QUARTER, +3.3% COMPARED TO THE SAME PERIOD IN 2011

• Sales revenue for the first nine months of 2012 amounted to 347.6 million Euro, +9.5% compared to the same period in 2011

Bologna, 17th October 2012 – **Datalogic S.p.A.** ("**Datalogic**"), a Company listed on the STAR segment of the Italian Stock Exchange (Borsa Italiana S.p.A.: **DAL**), global leader in Automatic Identification and total solutions provider of bar code readers, data collection mobile computers and vision systems, announced today its preliminary revenues for the third quarter of 2012.

Mauro Sacchetto CEO of Datalogic Group, stated: "The third quarter which has just ended has been influenced by the international economic crisis, which is still underway, and has entailed a slowdown on sales with postponement of strategic investment projects to 2013. The positive progress on orders in this current quarter makes us confident in a moderate upswing in this last period of the year, which will allow a positive trend of the fiscal year in line with our targets".

Preliminary sales revenues for the third quarter of 2012 came in at 110.6 million Euro, with a growth of 3.3% y/y (-2.8% at constant Euro/Dollar exchange rates), compared to 107.1 million Euro achieved in the third quarter of 2011. These results include Accu-Sort Systems Inc. and PPT Vision Inc., for a total amount of 8.3 million Euro.

The orders already received were equal to 115 million Euro, +9% compared to the third quarter 2011.

The **ADC (Automatic Data Capture) Division** specialized in fixed barcode readers for the retail market, handheld scanners and mobile computers for professional use, recorded revenues of 73.4 million Euro, down by 1.6% compared to the third quarter of last year (74.6 million Euro in 3Q11).

The **Industrial Automation Division**, specialized in the production of automatic identification systems, safety, detection and marking solution for the Industrial Automation market, recorded sales of 28.9 million Euro, up 20.9% compared to 23.9 million Euro in 3Q11, thanks to the consolidation of Accu-Sort Systems Inc. and PPT Vision Inc., that contributed for 8.3 million Euro. On a like-for-like basis, the Industrial Automation Division showed a contraction of approx. 14%. Please note that from 1st July, the integration of Datalogic Automation, Accu-Sort Systems and PPT Vision was completed, leading to the creation of a single entity that will strengthen the group's global position in the industrial automation market.

Informatics registered a contraction of 2.7% with sales of 8.3 million Euro compared to 8.5 million Euro in the third quarter of 2011.

Preliminary sales revenue for the first nine months of 2012 came in at 347.6 million Euro with a growth of 9.5% compared to the first nine months of last year (+4.5% at constant Euro/Dollar exchange rate).

The Group's results of the third quarter 2012 will be approved by Datalogic's Board of Directors on

November 12th, 2012.