



FOR IMMEDIATE RELEASE

CONTACT: Michelle Meek
+1 847 465 8700
michelle@outlookmarketingsrv.com

**READY WHEN YOU ARE: ZEBRA TECHNOLOGIES EXPANDS
“RFID READY” PRINTER LINE**

Bar coding today, RFID tomorrow: Zebra’s RFID Ready printers offer smooth, seamless migration from bar code to RFID and ensure companies can invest in the bar code printers they need now, while creating a foundation for future RFID integration.

Vernon Hills, Ill., June 27, 2005 — Zebra Technologies (Nasdaq: ZBRA), a global leader in on-demand specialty printing solutions for business improvement, has expanded its “RFID Ready” offerings with the introduction of the RFID Ready 110PAX4 print engine, providing customers with more choices and investment protection. Zebra’s RFID Ready line now spans two printing platforms—the industry-leading XiIIIPlus high performance thermal printers and the next generation 110PAX4 print engine—giving companies the added security and bar code functionality they need today, while offering a cost-effective and seamless migration path that fits their own implementation timeline to add radio frequency identification (RFID) in the future.

According to a recent VDC study and AMR Research, Zebra is the RFID market leader with more printer/encoder sales than any other company worldwide. An industry pioneer, Zebra first made its name helping customers harness the power of bar codes, and has now captured the largest installed base of both high frequency and EPC ultra-high frequency (UHF) models in every category and market segment, covering the widest range of applications.

As an innovator of thermal bar code label printers and RFID printer/encoder technology, Zebra has specially modified its 110XiIIIPlus and 170XiIIIPlus bar code label printers and 110PAX4 print engine to be easily and quickly upgraded at a later date with a fully integrated UHF RFID reader/encoder. The reader/encoder upgrade enables case- and pallet-level identification for companies needing to comply with retailer and/or U.S. Department of Defense RFID labeling requirements.

-- more --

Zebra Technologies Corporation

333 Corporate Woods Parkway » Vernon Hills, IL 60061-3109 USA T+1 847 634 6700 F+1 847 913 8766 www.zebra.com



Zebra Expands RFID Printer Line, page 2

“Many of our customers are facing three major challenges. First, they need to ensure that their AIDC processes function at maximum efficiency now. Second, they need to plan for RFID integration sometime in the future. And finally, they need to be sure that their investments provide a foundation for technology standards as they continue to evolve,” said Bob Cornick, Zebra Technologies’ vice president and general manager of RFID. “Zebra’s RFID Ready printers allow companies to select products that will meet their needs today yet easily embrace RFID technology tomorrow.”

Zebra has been researching and developing RFID technologies for nearly 10 years. It was the first company to produce an integrated, on-demand RFID printer/encoder more than five years ago. Today, Zebra has the broadest printer/encoder product line for use in supply chain applications. Zebra is playing a leading role in the development of RFID “smart label” technology, standards and applications for supply chain and business improvement programs designed to help suppliers to the U.S. Department of Defense, Wal*Mart and other retailers meet the RFID EPC compliance labeling requirements.

For more information about Zebra’s “RFID ready” solutions, please visit, www.zebra.com/pr/rfidready or call +1 800 423 0442.

About Zebra Technologies

Zebra Technologies Corp. (Nasdaq: ZBRA) delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 100 countries around the world. More than 90 percent of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, "smart" label, receipt, and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has sold more than four million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions and printing supplies. Information about Zebra bar code and RFID products can be found at <http://www.zebra.com>.