



news release

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ZEBRA TECHNOLOGIES AND DIGITAL CHINA JOIN FORCES TO BRING BEST-OF-BREED PRINTING SOLUTIONS TO CHINESE ENTERPRISES

Largest and most recognized brand in the bar code and RFID industry partners with China's pioneer IT distributor to bring industry-leading solutions to Chinese customers

Vernon Hills, Ill., October 27, 2005— Zebra Technologies (Nasdaq: ZBRA), a global leader in delivering on-demand printing solutions for business improvement, today announces its alliance with Digital China Holdings Limited ("Digital China" stock code: 0861), China's leading IT products distributor and systems integrator. As part of Zebra's increasing commitment to this market, Digital China will become the value added distributor (VAD) for Zebra in China.

A signing ceremony, held earlier today in Beijing with Digital China, marks a milestone for Zebra's PartnersFirst channel development program in China. Launched in March 2003, Zebra's PartnersFirst program was designed to help deliver value-driven bar code, wireless and RFID-based solutions to a wide range of end customers in industries such as retail, manufacturing, healthcare, government, transportation, logistics and more. Globally, the program has been successful earning a "five-star" rating (out of five) from VARBusiness Magazine. A redesigned program for the China market was launched last year. Today's alliance with Digital China is significant to Zebra's development, and testament to its increasing growth and commitment to this dynamic market.

Under the terms of the agreement, Digital China will become Zebra's value added distributor (VAD) in China's auto-ID field. The alliance will enable Digital China to expand its presence in this lucrative market. Currently, Digital China's distribution network and wide-reach is unparalleled, with access to over 6000 agents throughout Greater China.

"We are delighted to be signing as Zebra's value added distributor today. I believe both Zebra and Digital China have a common vision and that is to help Chinese companies advance in the information technology age," said Mao Xiangqian, senior vice president of Digital China.

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“As a reputable global leader of on-demand barcode and RFID printing solutions, Zebra is rated number one in worldwide market-share with steady growth in China. In an accelerating market, Zebra’s products coupled with Digital China’s distribution network and expertise will ultimately help Chinese companies improve productivity and efficiency.”

“Today’s announcement arrives at a time when China’s economy is rapidly developing technologically, while under pressure to bridge the digital divide, compete globally, and raise the bar on on-demand printing,” said Mike Terzich, senior vice president in the office of the CEO at Zebra Technologies. “Over 90 percent of Fortune 500 companies already use Zebra thermal printing solutions. With Digital China’s impressive channel and market coverage, our cooperation not only strengthens our commitment in this important country, but reinforces our strategic focus to expand geographically.”

“We are confident that Digital China’s strong back-end support and technology solutions will help Zebra gain capital and logistic advantages as well as rapid market-share in all vertical segments,” said Junwu Xi, managing director of Zebra Technologies in Greater China. “With our wealth of industry experience, Zebra is committed to providing great service to all partners, responding quickly to customer requests and helping Chinese companies ‘informatize’ by integrating cutting-edge technologies into local supply-chains.”

About Digital China Holdings Limited

Digital China Holdings Limited was spun off from Legend Holdings Limited and separately listed on the mainboard of the Hong Kong Stock Exchange Limited on 1 June 2001 (HK:0861) . Digital China is the number one IT products distributor and systems integrator as well as a leading networking product developer in China. The company provides hardware and software solutions to its clients, with a strong focus to add value to them. Digital China engages in three groups of businesses: Distribution, Systems, and Services. Information about Digital China can be found at www.digitalchina.com.

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 nearly five million printers, including wireless/mobile solutions and RFID printer/encoders, and also offers software, connectivity solutions, and printing supplies. Information about Zebra bar code and RFID products can be found at www.zebra.com