



**news release**

**FOR IMMEDIATE RELEASE**

**ZEBRA TECHNOLOGIES AND MEDASSETS ANNOUNCE NEW 3-YEAR AGREEMENT**

*Zebra to provide MedAssets customers with full line of bar code,  
card and RFID printers, supplies and services*

Vernon Hills, Ill., October 31, 2005—Zebra Technologies (Nasdaq: ZBRA), a global leader in delivering on-demand specialty printing solutions for business and process improvement, has signed a new three-year full product line agreement with MedAssets Supply Chain Systems, a leading healthcare group purchasing organization (GPO) and supply chain services company. The full line agreement makes Zebra's bar code, card and RFID printers as well as its supplies and service agreements available to MedAssets' customers for a wide range of identification, tracking and access control applications.

“Increasing patient safety is among the highest priorities in healthcare today,” says Nadia LaFlam, director of administrative services at MedAssets Supply Chain Systems. “The various tools Zebra offers will help our customers improve the safety and efficiency of delivering quality healthcare. Having such effective information technology in place is key to achieving this tremendously important goal.”

According to The Institute of Medicine, medical errors cause up to 98,000 deaths annually in the United States alone. Bar coding has been shown to substantially reduce costly and dangerous medical errors, increasing patient safety while improving operations. Zebra's bar coded wristbands, unit-dose pharmacy labeling, and employee badge solutions help enable patient safety improvements at the bedside, as well as throughout the hospital with its patient registration/identification, medication labeling, lab specimen collection, radiology film labeling and surgical instrument tracking solutions.

“Improving patient safety is critical in healthcare. Provider organizations must do everything they can to reduce medical errors. Fortunately, proven information technology is available to help providers combat medical errors,” says David Crist, vice president of sales at Zebra Technologies. “Zebra is committed to working with MedAssets and its customers to deliver numerous bar coding and RFID solutions to improve patient safety and enhance hospital productivity.”

-- more --

Zebra is a leading manufacturer of specialty thermal printing solutions including wireless, mobile, and high-volume label, wristband and plastic card printers designed to meet the needs of the healthcare market. Zebra also offers printing supplies, including highly durable, ready-to-print Z-Band Direct wristbands for accurate patient identification, winner of the 2004 Frost & Sullivan Product Leadership of the Year Award in the field of medical informatics.

For more information about Zebra's bar code print solutions for hospitals, please call +1 800 423 0442, email [MedAssets@zebra.com](mailto:MedAssets@zebra.com) or visit Zebra's Web site at [www.zebra.com](http://www.zebra.com).

**PRESS CONTACTS:**

Zebra Technologies  
Bill Siwicki, Dodge Communications  
(773) 477-9876, [bsiwicki@dodgecommunications.com](mailto:bsiwicki@dodgecommunications.com)

MedAssets Inc.  
Jill Winkler, three  
404-266-0899, [jwinkler@3atlanta.com](mailto:jwinkler@3atlanta.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 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>.

**About MedAssets**

MedAssets, headquartered in Atlanta, Georgia, improves healthcare providers' margins and cash flow through revenue cycle and supply chain initiatives. As a strategic business partner, MedAssets can replace multiple vendors and decrease supply costs by 3% to 10% and increase net patient revenue by 1% to 3%. Proprietary information technology is used to work with and improve existing IT assets and work processes. MedAssets, through its revenue cycle subsidiary MedAssets Net Revenue Systems, provides best-of-breed revenue solutions, including strategic pricing, pre-bill charge capturing and ongoing chargemaster management tools, all of which have been peer reviewed by the Healthcare Financial Management Association. In addition, MedAssets offers the only technology enabled systems that manage claim denials and link supply cost data with charge data to ensure accurate charges and defensible markups for all patient identifiable supplies, including costly medical devices. MedAssets, through its supply chain subsidiary MedAssets Supply Chain Systems, operates the fastest growing group purchasing organization and supply chain services company in the U.S. and builds customized solutions encompassing procurement of common medical supplies, pharmaceuticals, physician preference supplies, food and nutrition items, and capital equipment. For more information about MedAssets go to [www.medassets.com](http://www.medassets.com) or contact Gary Johnson, vice president of Marketing and Marketing Services, 100 North Point Center East, Suite 200, Alpharetta, GA 30022.