



MEDIA ALERTMEDIA ALERT***MEDIA ALERT***

**ZEBRA TECHNOLOGIES TO DEMONSTRATE PRINTING AND
ENCODING OF UHF RFID GEN 2 TAGS AT EPCGLOBAL**

Vernon Hills, Ill., September 9, 2005—Zebra Technologies (Nasdaq: ZBRA), a global leader in delivering on-demand printing solutions for business and process improvement will publicly demonstrate the printing and encoding of radio frequency identification (RFID) EPC Gen 2 smart labels at the EPCglobal U.S. Conference in Atlanta, Ga., September 13-15.

The on-site demonstration will be conducted throughout the trade show at Booth #500 and will utilize a Zebra R110Xi RFID printer/encoder and Zebra smart label media embedded with RFID inlays. Zebra's R110Xi and R170Xi, which have been commercially available since late 2004, are the only printer/encoders to embed ThingMagic's Mercury4e RFID reader module. The reader's unique software architecture allows remote firmware upgrades for new protocols, thus protecting the RFID equipment investment.

Zebra recently collaborated with Texas Instruments in a demonstration of printer/encoder communication with Gen 2 inlays during the EPCglobal Fast Moving Consumer Goods Business Action Group meeting in Houston, Texas—and was the only company to successfully demonstrate a print-on-demand solution using rolls of commercially available Gen 2 tags, which are designed for high-volume label conversion and printing.

To further ensure the availability of consistently high quality label media, Zebra also recently expanded its RFID label business, adding converting equipment for smart labels to its Greenville, Wisc. facility. With in-house production, Zebra now provides one of the broadest selections of cost-competitive smart labels to meet a wide range of application requirements.

Zebra has been a pioneer in working with leading RFID technology providers to bring to market reliable and flexible RFID printing/encoding solutions that enable companies to meet RFID labeling requirements. According to a Venture Development Corp. (VDC) study and AMR Research, Zebra is the RFID market leader with more printer/encoders sold 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 geographic region reported.

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To schedule a press interview with RFID expert from Zebra Technologies, or for more information, please contact: Michelle Meek, Outlook Marketing Services, 1 312 873 3424, michelle@outlookmarketingsrv.com or visit: www.rfid.zebra.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 4 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 www.zebra.com