



**news release**

**FOR IMMEDIATE RELEASE**

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**ZEBRA TECHNOLOGIES EXPANDS RFID SMART LABEL BUSINESS**

*Zebra adds smart label converting equipment to its supplies plant and qualifies as a supplier of Alien Technology EPC Class 1 RFID labels*

Vernon Hills, Ill., August 25, 2005—Zebra Technologies (Nasdaq: ZBRA), a global leader in delivering on-demand printing solutions for business and process improvement, has added converting equipment for smart labels to its Greenville, Wis. supplies facility. With in-house production, Zebra now provides one of the broadest selections of high quality, cost-competitive smart labels to meet different application needs.

A smart label is created by embedding a radio frequency identification (RFID) chip and antenna within the label material. Zebra is working closely with chip providers, such as Alien Technology, to ensure the quality and performance of each tag. With its expanded RFID label converting capabilities, Zebra can offer a wide range of high- and ultra-high frequency inlays to meet a variety of application needs as well as customized label facestocks, adhesives, sizes and formats.

On-site production of smart labels enables Zebra to have total control of the product, including in-line testing to ensure optimal chip codability and readability, and regulation of deliveries to ensure the highest quality available. “The combination of printer/encoders and Genuine Zebra supplies allows RFID users to be assured of the highest quality smart labels with maximum interoperability,” said Bob Cornick, vice president and general manager RFID, Zebra Technologies.

Zebra also has been qualified by Alien Technology as a supplier of Alien Class 1 RFID smart labels. The qualification process included audited production of large quantities of Alien product to ensure that Zebra is capable of delivering Alien smart labels at the highest level of quality and performance.

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“Alien is a market leader in EPC tag manufacturing and is extremely pleased to have Zebra as a qualified Alien tag supplier. Zebra has shown outstanding commitment to delivering the highest quality in printer/encoders and smart labels, which will provide substantial benefit to customers,” said David Bledsoe, Alien Technology director of OEM and consumables.

Zebra currently sells smart labels using inlays for ultra high frequency (UHF) applications including inventory management and supply chain shipping, and high frequency (HF) inlays for applications such as check-in/check-out and asset tracking. Zebra continues to extend its smart label product line, offering maximum RFID reliability and performance, in response to emerging customer application needs.

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.

For more information on Zebra’s RFID solutions and smart labels, visit [Zebra's RFID site on the Web](#) or call +1 800 423 0442.

#### **About Alien Technology**

Alien Technology Corporation is a leading provider of Radio Frequency Identification (RFID) products for global customers in government, retail, manufacturing, pharmaceuticals, transportation, and other industries. Using its patented manufacturing process, Fluidic Self Assembly (FSA®), Alien manufactures EPC tags in very high-volumes and at low cost. The company also provides RFID readers for a variety of applications including supply chain management, logistics, and anti-counterfeiting, to improve inventory management and reduce operating costs. Alien is an active member of EPCglobal. More information about Alien Technology Corporation can be found on the Company’s website at [www.alientechnology.com](http://www.alientechnology.com). Alien, Alien Technology, and FSA are trademarks or registered trademarks of Alien Technology Corporation in the United States and other countries.

#### **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>