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ABI RESEARCH AFFIRMS ZEBRA'S RFID LEADERSHIP
Zebra earns top ranking among peers for innovation and execution

Vernon Hills, Ill., February 15, 2006—Zebra Technologies (Nasdaq: ZBRA), a global leader in delivering on-demand printing solutions for business improvement, earned the top rating among RFID companies focused exclusively on smart label printing/encoding in the RFID Vendor Matrix, a major new research release from ABI Research.

New York-based ABI Research rated companies by technology leadership, ability to deliver product, R&D funding, intellectual property, product diversity, solution offerings, quality of partnerships and alliances, market share and other factors. Zebra ranked in the top 10 percent of the nearly 150 RFID companies that ABI rated. Zebra was the only company with a predominantly printer/encoder product line to rank in the top 15, and was one of only two in the top 50. Zebra also partners or collaborates with the top six companies in the ABI RFID Vendor Matrix.

“In order to stand out in this field, a competitive company like Zebra must continually prove its ability to be innovative and to deliver the product,” said Erik Michielsen, ABI Research director of RFID & M2M Research. “Technology needs both invention and execution. Some companies excel at innovation. Others are renowned for their effective implementation of new products, services and strategies. Companies like Zebra who excel at both are true leaders in their field.”

“We value this honor more than designations based on research that simply tries to count shipments and measure market share,” said Bob Cornick, vice president and general manager of RFID at Zebra. “Our customers trust Zebra to help them extract the business benefits from RFID technology, and we are pleased that ABI has recognized our commitment.”

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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. It has continued its leadership through a recent string of innovations, including:

- In January, 2006 the first supplier to meet Wal-Mart's EPCglobal Gen 2 RFID protocol requirement used Zebra printer/encoders to produce their compliant smart labels;
- Zebra was the first company to provide a free, publicly downloadable firmware upgrade so its printer/encoders could produce Gen 2 and still support previous protocols;
- Zebra was the first company to demonstrate successful Gen 2 printing/encoding using inlays from multiple leading suppliers;
- Through its SAP-certified XML Schema v. 2.1, Zebra gives SAP customers the widest range of printer/encoders for outputting RFID smart labels directly from their SAP software solutions;
- Zebra smart label printer/encoders are now available in 39 countries on five continents, having recently earned regulatory approval in Taiwan and South Korea;
- Other market research established Zebra has the largest installed base of both high frequency and EPC ultra-high frequency (UHF) models in every category and geographic region, covering the widest range of applications.

Today, Zebra has the broadest printer/encoder product line for use in supply chain applications. Zebra is playing an active 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 on Zebra's RFID solutions, visit www.rfid.zebra.com/ or call +1 800 423 0442.

About ABI Research

Founded in 1990 and headquartered in New York, ABI Research maintains global operations supporting annual research programs, intelligence services and market reports in automotive, wireless, semiconductors, broadband, and energy. For information visit www.abiresearch.com, or call +1.516.624.2500.

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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 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>.

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