



FOR IMMEDIATE RELEASE

CONTACT: Michelle Meek
+1 312 873 3424
michelle@outlookmarketingsrv.com

ZEBRA LAUNCHES PARTNERSFIRST CHANNEL PROGRAM FOR GOVERNMENT
New channel program offers increased benefits and addresses needs of its government partners

Vernon Hills, Ill., February 1, 2006 — Zebra Technologies (Nasdaq: ZBRA), a global leader in on-demand printing solutions for business improvement, has launched a new PartnersFirst channel program designed to give its government-focused value-add resellers (VARs) a competitive edge in the marketplace.

Based on in-depth research and interviews with government resellers, and benchmarking of existing successful government channel programs, Zebra introduced the Government PartnersFirst channel program. This program was designed to better support Zebra's partner relationships while serving the unique needs and preferences of government buyers.

"We were involved in the meetings for developing this program, and are very happy with Zebra's government PartnersFirst channel initiative," said Kyle Yost, General Manager of En Net Services, a Frederick, Md.-based solution provider that focuses on the government market.

While developing the Government PartnersFirst program, Zebra recognized the unique purchasing needs of government end users and incorporated new product offerings that maximize the value Zebra's government VARs can bring to the purchasing process. "We're pleased to extend our award-winning PartnersFirst program to our government VARs," said Juliann Larimer, director of marketing operations for Zebra. "The government PartnersFirst channel program provides specific tools and benefits that recognize and reward our government resellers."

--more--

Zebra Technologies Corporation

333 Corporate Woods Parkway » Vernon Hills, IL 60061-3109 USA T+1 847 634 6700 F+1 847 913 8766 www.zebra.com



The new Zebra program provides access for members to utilize government-focused marketing, training and technical assistance. Additionally, Zebra will provide: a two-year warranty extension for VARs who choose to resell printers off Zebra's General Services Administration (GSA) schedule #GS-35F-0268N; access to a VAR locator listing of government-specific leads; and a growth rebate for meeting sales goals. Leveraging its existing PartnersFirst channel program has allowed Zebra to take a tiered approach, and provides an open market model for the new government channel program.

“Government end users have special purchasing needs and requirements. PartnersFirst government VARs are recognized for their specialized expertise. Through the PartnersFirst Government program, we anticipate having stronger collaboration with our VARs and continuing to provide unique government solutions in the market place,” said Larimer.

Resellers, systems integrators and independent software vendors interested in learning more about Zebra's PartnersFirst Program, can call +1 800 423 0442 or visit www.zebra.com. Details of Zebra's PartnersFirst program are available online at www.zebra.com/partners.

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>.

###