



**FOR IMMEDIATE RELEASE**

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**AUTO-STAR CERTIFIES ZEBRA TECHNOLOGIES' BAR CODE PRINTERS  
FOR STAR-PLUS POINT OF SALE AND RETAIL MANAGEMENT SOLUTION**

*Printers Will Play an Integral Role in Auto-Star's Solution Set for Pharmacy, Grocery and  
General Retailers – From the Backroom to the Store, to the Retail Point of Sale*

Vernon Hills, Ill., January 8, 2007—Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in on-demand printing solutions for business improvement, today announced that Auto-Star Compusystems has certified the Zebra LP 2844-Z and S4M thermal bar code printers for deployment in the company's Star-Plus software solution. Auto-Star's richly featured point of sale (POS) and retail management application suite is designed to meet the information needs of small to midsize pharmacies, grocery stores and general retail outlets. The Zebra QL 320 Mobile printer is already certified for use in the Star-Plus system.

According to Ivan Long, Auto-Star's director of operations, "We developed Star-Plus to meet the demands of small and midmarket retailers for an information technology solution that enables them to compete successfully against large chains by reducing operating costs while improving operational efficiency and ensuring fast, accurate data flow. Zebra bar code printers are the logical choice because of the company's long history as the market leader in retail bar code technology."

"Zebra is excited to have its bar code printers play such a key role in Auto-Star's Star-Plus solution," says Paul Vogt, Zebra's director of industry marketing "As many of our retail customers will attest, our on-demand thermal printers have proven to be highly reliable 'workhorses' throughout their store operations."

Zebra direct thermal printers can be deployed for use in backroom operations such as shipping, receiving and inventory management, as well as for in-store POS activities, where wireless handheld units and printers can print shelf labels on-the-fly while shelves are replenished.

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Zebra printers offer unparalleled versatility by providing a wide range of system integration and network connectivity options. Zebra's three direct thermal bar code printer models that are now certified for use in Auto-Star's Star-Plus solution include:

- **Zebra LP 2844-Z** – a powerful direct thermal printer in a space-saving desktop size, suitable for shipping and receiving, inventory control, coupon and receipt printing and more.
- **Zebra S4M** – a compact, value-priced commercial/industrial printer that is easy to use and built of rugged metal components, suitable for use in both warehouse and store applications.
- **Zebra QL 320** – a lightweight and rugged mobile printer with a host of user-friendly features and connectivity options, suitable for numerous in-store and POS applications, including price marking and shelf labeling.

For more information on Zebra's on-demand bar code printing solutions for manufacturers, distributors and retailers, visit [www.zebra.com/](http://www.zebra.com/) or call +1 800 423 0442.

### **About Auto-Star**

Auto~Star Compusystems is a software company that develops point-of-sale software for pharmacy, grocery, and convenience store retailers across Canada, the United States, and the Caribbean. The company's products provide seamless end-to-end solutions to optimize efficiency and customer satisfaction, while lowering operating costs. For more information on Auto~Star, please visit [www.auto-star.com](http://www.auto-star.com).

### **About Zebra Technologies**

Zebra Technologies Corporation (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 5 million printers, including RFID printer/encoders and wireless mobile solutions, as well as ZebraDesigner label formatting software, ZebraLink connectivity solutions, Genuine Zebra supplies and ZebraCare services and support. Information about Zebra bar code, card and RFID products can be found at <http://www.zebra.com>.

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