



FOR IMMEDIATE RELEASE

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

**ZEBRA TECHNOLOGIES DELIVERS GLOBAL RFID PRODUCTS READY FOR
MICROSOFT BIZTALK RFID**

Zebra RFID Products Seamlessly Integrate into the Windows Environment

Orlando, Fla., May 1, 2007 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader of on-demand printing solutions for business improvement, announced today that it has developed a device service provider interface (DSPI) that allows plug-and-play capability of Zebra® RFID products into the Microsoft BizTalk RFID platform.

One of the biggest obstacles to widespread RFID adoption is the difficulty of integrating RFID into an organization's existing systems. By building a device provider that is compatible with BizTalk RFID, Zebra printers can easily be discovered, configured and managed by Windows-based tools. This enables Zebra's RFID products to connect seamlessly with the Windows environment via the Microsoft BizTalk RFID platform. Zebra's RFID products, combined with Microsoft BizTalk RFID provide users with a host of benefits, including faster and easier device integration.

“Building on BizTalk RFID gives our customers the maximum functionality and versatility in their RFID printer solution, while at the same time retaining the dependability and ease of use that are hallmarks of Zebra products,” says Matt Ream, senior manager of RFID Systems at Zebra Technologies. “Ultimately, this means our customers can focus on building a business model that supports RFID throughout their enterprise with the knowledge that our devices will be fully compatible on a plug-and-play level.”

“BizTalk RFID delivers the Connected Enterprise by connecting end-to-end RFID processes with companies such as Zebra creating intelligent and compatible devices at the edge,” says Steve Sloan, senior product manager in the Connected Systems Division at Microsoft Corp. “Our relationship with Zebra provides customers with direct connectivity to RFID-enabled printers.”

– more –



Zebra RFID printer/encoders provide error-free programming of RFID tags or smart labels that can wirelessly transmit to RFID reader devices. Zebra RFID products that support BizTalk RFID include:

- R110Xi™
- R110Xi HF™
- R170Xi™
- R4Mplus™
- R110Pax4™

For more information on Zebra's RFID printing/encoding solutions, visit www.rfid.zebra.com or call +1 800 423 0442.

Zebra Technologies and Xterprise will have a collaborative demonstration of their RFID solutions at the Microsoft Booth (Booth # 901) throughout RFID Journal Live!

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 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>.

Product and company names herein may be trademarks of their registered owners.

###

