



FOR IMMEDIATE RELEASE

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**AT SIMPLYRFID, ZEBRA TECHNOLOGIES'® R110Xi™ PRINTER/ENCODER
PASSES ONE-MILLION RFID LABEL MARK – AND STILL GOING STRONG**

SimplyRFID, a Zebra channel partner, relies on its OD2007 software solution and Zebra's high performance RFID printer/encoders to simplify compliance for DoD suppliers

Vernon Hills, Ill., April 18, 2007— Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in on-demand printing solutions for business improvement, announced today that SimplyRFID, a Zebra value added reseller (VAR), has reported that one of its Zebra R110Xi printer/encoders recently passed the one million mark in terms of radio frequency identification (RFID) labels successfully printed for customers. SimplyRFID uses a total of three R110Xi printer/encoders as part of its on-demand service offering, which provides pre-printed labels to manufacturers in the military and defense sector to ensure compliance with the U. S. Department of Defense's RFID and Unique Identification (UID) labeling mandates.

According to Carl Brown, president of SimplyRFID, "We are delighted, but not surprised, by the outstanding performance of the Zebra R110Xi printer/encoders, given their track record for rugged construction and long-term reliability. In the past nine months alone, SimplyRFID has printed about 1.5 million labels for customers – at a run rate of 50,000 per week – and we also have sold more than ten R110Xi printer/encoders to customers who license our OD2007 software."

SimplyRFID is a leading systems integrator and RFID hardware and media provider to more than 1,000 suppliers serving the U.S. Department of Defense and military branches. For high volume users, the company offers its OD2007 on-demand software solution, complete with Zebra R110Xi printer/encoders, to produce RFID case tags and UID labels to military specifications. For lower volume users – typically requiring fewer than 5,000 labels per year – SimplyRFID offers its label printing/encoding service solution in which customers order RFID and UID tags electronically and can receive next-day delivery.

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Pioneer Industries Inc. of Farmingdale, NY, is one of the nation's largest distributors of military and aerospace components to government agencies and commercial enterprises. The ISO 9001:2000 firm ships 5,000 to 8,000 line items per year, including plumbing supplies, hardware, electronics, and automotive and aerospace parts.

David Yormack, Pioneer Industries' vice president, notes: "We print about 500 RFID tags per month and generate UID tags as needed. The SimplyRFID on-demand solution, combined with three Zebra R110Xi printer/encoders, allows us to comply with DoD labeling requirements. Moreover, the system has provided Pioneer with a streamlined technology platform for the production and management of more than a dozen different military labels, and made our processing more accurate and efficient."

E W Packaging Corporation, which provides packaging and shipping services for suppliers of aircraft parts, ground support equipment, computer spare parts and other parts and materials, is an end user of SimplyRFID's pre-programmed RFID label service. For about a year, the company has ordered an estimated 50 tags per week from SimplyRFID for RFID and UID compliant shipping. Elliott Wolf, president of the Fort Lauderdale, FL firm, reports: "We have found the next-day service to be very reliable and cost-efficient, since the current volume of our RFID tag usage does not justify the expense of installing our own printers and scanners."

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

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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About SimplyRFID

Headquartered in Warrenton, VA (near Washington, DC), SimplyRFID offers RFID solutions, primarily to companies supplying products to the U.S. Department of Defense and its military branches. The company licenses its OD2007 RFID “plug-and-print” software solution to high-volume users, and supplies pre-printed bar code, RFID and UID compliant labels as a service to more than 1,000 customers. SimplyRFID also offers a selection of top brand bar code scanners, RFID readers, Zebra-brand RFID printer/encoders, and RFID tag/label supplies. For additional information, call +1-800-909-5524 or visit www.SimplyRFID.com.

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