



News Brief

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VARBUSINESS MAGAZINE AWARDS PRESTIGIOUS 5-STAR RATING TO ZEBRA TECHNOLOGIES, NAMES JULIANN LARIMER AS TOP 25 EXECUTIVE TO WATCH

Zebra's PartnersFirst® Program and Channel Executive Recognized for Excellence

March 20, 2007 – Zebra Technologies (NASDAQ: ZBRA), a global leader in on-demand printing solutions, announced today its PartnersFirst® Program has been awarded a “Five-Star” rating from leading channel publication *VARBusiness*. The publication also recognized Juliann Larimer, Zebra’s vice president of North American channel sales and marketing, as a Top 25 Executive to Watch.

VARBusiness is the leading magazine covering strategy and technology trends for solution providers and technology integrators, and for its annual Partner Program Guide, the publication awards a five-star designation to vendor programs that show deep commitment to the channel and are on the cutting edge of technology and support. Additionally, *VARBusiness* researches and selects individuals they see as leading the charge for innovative channel practices and programs.

Focused on and committed to Zebra’s channel, Larimer has helped build and expand the award-winning PartnersFirst Program. “Zebra’s PartnersFirst program is about helping grow the businesses of our VARs and ISVs. We’ve tailored our programs to meet the needs of our partners and to enhance the end-value of Zebra products,” said Larimer. “It is an honor for Zebra to receive *VARBusiness*’s Five-Star award for the third year in a row, but more importantly, this is about our PartnersFirst Program and providing our channel partners with the right tools and programs to get results.”

This year, 250 entries were reviewed by *VARBusiness*. The publication used five key metrics to search for the best, including a company’s channel investment, velocity of sales through partners and the most innovative programs.

Last year, Zebra expanded its PartnersFirst Program to include government and EMEA channel partners. Larimer sees no slowing down, adding, “Zebra will continue its strong commitment to and support of the channel. We will help our partners drive even more growth and success by constantly innovating and improving our various programs and activities.”

To learn more about Zebra Technologies’ PartnersFirst program, please visit www.zebra.com/IS/partners.htm

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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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