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**Zebra Technologies Announces Major Enhancements to its
Award Winning PartnersFirst™ Channel Program**

Addition of RFID card printer/encoder resellers and enhanced training and marketing tools demonstrate Zebra's ongoing commitment to the channel

Vernon Hills, Ill., September 3, 2008 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, today announced significant enhancements to its PartnersFirst channel program. Offering a suite of programs designed to help channel partners grow and expand their business, the PartnersFirst program provides new resources such as eLearning modules, demand generation tools and access to the Chart Your Own Course business planning tool. The new changes also include the integration of card printer resellers into the Zebra's partner program.

“Our partners are a critical component to Zebra's success so it is essential for us to continually enhance and evolve PartnersFirst to address changing market conditions and to meet the needs of our partners,” said Michelle Kabele, senior manager, channel programs and marketing. “These recent enhancements allow us to deliver new methods and new markets to our partners to ensure they have every resource available to grow and expand their business.”

Introduction of the PartnersFirst portal

Zebra has developed a true collaborative experience for its PartnersFirst resellers with the launch of an exclusive portal. The new site is designed to communicate customized content directly to different channel partners. Some of the more significant features include:

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- The “Enable Your Business” section, which organizes customized partner resources under one umbrella. Resellers can easily access order information and lead tracking, as well as take advantage of the Automated Supplies Selector which helps resellers find the perfect media solution.
- The “Build Your Knowledge” resource center, which provides partners with information on training programs and partner collaboration opportunities.

Integration of card resellers into the PartnersFirst Program

Recognizing the value of its card partners, Zebra has developed a PartnersFirst program specifically for this audience. It includes all the advantages available to other resellers including financial benefits, sales enablement resources and marketing support.

Additionally, card resellers can now participate in networking opportunities with other Zebra partners at events such as the semi-annual Vision Council meetings, where Zebra resellers share information and look for co-selling and lead generation opportunities.

Extension of the Zebra PartnersFirst newsletter program

Zebra is adding to its existing network of partner communication with the introduction of the PartnersFirst Bulletin. Designed to communicate industry articles, tips and customized content, these newsletters are a new tool in Zebra’s overall marketing/sales program, which also includes case studies, white papers, product data sheets and access to Zebra’s marketing expertise. The newsletters come in three formats:

- **Business Owners:** Includes thought leadership articles on issues of interest to PartnersFirst members.
- **Marketing Executives:** Contains tips and resources for marketing personnel in the PartnersFirst community.

- End-Users: These templates include relevant Zebra content as well as room for each channel partner to customize the newsletter with information as appropriate for their end-user audience.

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Broad rollout of the Chart Your Own Course (CYOC) program

The CYOC program, piloted with select partners in 2007, is a business planning tool that allows resellers to collaborate with Zebra to map out a strategic plan to grow their business. Zebra partners that have taken advantage of this program have seen an average of 30 percent growth in overall revenues with Zebra, double that of partners that did not participate. Zebra will roll this tool out to other geographies over the next few months.

“With these program enhancements, PartnersFirst has really evolved beyond a typical channel program and into a truly collaborative business partnership,” said Kabele. “Our success relies on the success of our partners.”

About Zebra Technologies

Zebra Technologies Corporation helps companies identify, track and manage assets, transactions and people with on-demand specialty digital printing and automatic identification solutions. In more than 100 countries around the world, more than 90 percent of Fortune 500 companies use innovative and reliable Zebra printers, supplies, RFID products and software to increase productivity, improve quality, lower costs, and deliver better customer service. Information about Zebra and Zebra-brand products can be found at www.zebra.com.

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