



FOR IMMEDIATE RELEASE

Zebra Technologies Introduces Enterprise Connector Printing Solution to Deliver Fast and Simple ERP Label Printing

New software solution allows direct printing from ERP systems, centrally-managed print transactions.

Vernon Hills, Ill., September 22, 2008 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, today announced the availability of the Enterprise Connector Solution for a more versatile, easier-managed central printing solution. This highly reliable and easy to implement thermal labeling software system allows customers to design and print labels directly from their ERP systems without complex middleware.

The Enterprise Connector Solution delivers a PC-based graphical user interface (GUI) used to create label designs that will be printed from ERP systems, such as those using Oracle® BI Publisher. The completed design is then converted into Zebra Programming Language (ZPL) commands and uploaded to the server-based Enterprise Connector Transformation Engine. As customers process ERP transactions that require label printing, XML data streams are quickly converted into efficient ZPL commands. The ZPL commands are then sent to the desired printer.

“Enabling customers to print labels directly from their existing ERP systems provides flexibility and delivers faster overall printing through enterprise-wide, geographically distributed but centrally managed transaction-based systems,” said Paul Cullinane, director, global alliances, for Zebra. “The launch of the Enterprise Connector Solution is further evidence of Zebra’s commitment to developing innovative solution offerings.”

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The Enterprise Connector Solution is comprised of ZebraDesigner for XML, the Enterprise Connector Transformation Engine and ZebraNet Bridge Enterprise – Zebra’s advanced printer management software that allows users to closely monitor printers to ensure maximum productivity. The Enterprise Connector Solution eliminates traditional middleware costs, such as per printer licensing fees, and delivers faster throughput than traditional middleware-based solutions by leveraging the native barcode, text and graphic printing capabilities of Zebra printers.

For more information about Zebra’s Enterprise Connector Solution, please visit www.zebra.com/oracle, or contact the Enterprise Connector Service Group at Connector@zebra.com.

About Zebra Technologies

Zebra Technologies Corporation improves customers’ business performance through products and solutions that identify, track and manage assets, transactions and people. 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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Contact Information:

Zebra Technologies Corporation

Media:

Tim Dreyer

+1 847-793-5677

tdreyer@zebra.com