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**Zebra Technologies' Thermal Printers Go to the Super Bowl
for Improved Security and Access Control**

As a key component of Salamander Technologies' identification and accountability system, Zebra's compact TLP 3844Z thermal printers help ensure life safety and security at large public events.

Vernon Hills, IL, Jan. 28, 2008 — Zebra Technologies (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, has announced that its Zebra TLP 3844-Z™ compact thermal printers will play a critical role in the emergency identification and site access control systems being provided at the 2008 Super Bowl game, scheduled for February 3rd at the University of Phoenix Stadium in Glendale, Arizona.

Glendale Fire Department has contracted with RockWest Technology Group to implement Salamander Technologies' rapidTAG™ solution inside the 63,400-seat stadium and its fireTRAX™ solution on the grounds surrounding the site. Both solutions are fully compliant with the U.S. Department of Homeland Security's National Incident Management System (NIMS) directive for standardization of communications and protocols required to handle emergency response and disaster management personnel and equipment.

According to Steve Benitez, Vice President of Sales for RockWest, the Zebra TLP 3844-Z thermal printer provides the performance and versatility needed for the job. "Our Salamander accountability systems require different types of bar coded tags to be created quickly right at the scene. These include site access and ID tags for emergency response personnel, emergency equipment ID tags, and wristband IDs for potential patients or evacuees," Benitez explains. "The Zebra desktop model TLP 3844-Z can handle all three types of media interchangeably, with speed and efficiency. Plus, they are compact enough to fit inside our portable incident management kits, rugged enough to withstand heavy use, and simple enough for non-technical personnel to use in the field."

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Salamander Technologies' rapidTAG solution will provide on-scene site passes of authorized personnel to control site access and ensure identification and accountability of emergency responders. The system uses a scanner to capture ID data from each individual's driver's license and other credentials indicating the person's agency, assignment, and qualifications. The data are stored in the incident management database, and the Zebra printer prints out a 3-inch by 5-inch, custom-designed bar coded pass. RockWest Technology Group will use genuine Zebra™ supplies for this application and many of its solutions that involve thermal printing.

The site passes are inserted into a clear plastic enclosure designed to be worn around the neck so they can be scanned at any time and at any checkpoint. Using the rapidTAG solution, the authority in charge of the event life safety and security – in this case, the Glendale, Arizona Fire Department, “It is important to note,” says Joseph Robinson, VP Marketing and Sales for Salamander Technologies, “that our partner RockWest worked very closely with the Glendale Fire Department to set up a system that will be able to identify and track exactly **who** is at the site, **what** their function is, **where** they are located or assigned, and **when** they arrive at and depart specific areas.”

Salamander Technologies' fireTRAX solution uses electronic incident command, mobile computing, and manual accountability protocols to manage the personnel and equipment surrounding the event venue.

About RockWest Technology Group

RockWest Technology Group is the largest integrator of photo identification, credential issuance, and electronic security solutions in the Southwest. RockWest has sales and on-site service in eight states, including Colorado, New Mexico, Arizona and Southern California. RockWest sells ID capture software, cameras, plastic card printers and other state-of-the art security and smart card technology. Secure IDs are created using UV print, holographic overlays, biometrics and microtext print. RockWest also sells and installs access control, CCTV and DVR electronic security products to achieve total security and identification solutions for their customers. More information can be found at <http://www.rockwesttech.com>

About Salamander Technologies

Headquartered in Traverse City, MI, Salamander Technologies is the nation's leading provider of personnel accountability solutions. Combining manual accountability with an electronic incident command solution, Salamander Technologies offers simple, scalable, NIMS-compliant solutions for various types of incident management. The company has over 3,000 customers nationwide and has implemented more than 400 automated accountability systems in the past four years. More information can be found at <http://www.salamandertechnologies.com>.

About Zebra Technologies

Zebra Technologies Corporation helps companies identify, locate and track 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 <http://www.zebra.com>.

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