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**Zebra Technologies Launches ZebraCare On-Site,
Bringing Service Directly to the Customer**

Program helps customer minimize printer downtime by providing on-site repairs

Vernon Hills, Ill., January 15, 2008— Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, has launched ZebraCare On-Site. This nationwide program brings a Zebra-trained and -certified technician to a customer's place of business to service their Zebra printers using genuine Zebra parts. This repair option helps Zebra customers get their operations up and running in less time.

Customers that take advantage of ZebraCare On-Site have their choice of two different yearly service agreements:

- **ZebraCare On-Site Advantage** – Next-Day Response: Service technician arrives at the customer's location the next business day.
- **ZebraCare On-Site Advantage Plus** – Same-Day Response: Service technician arrives at the customer's location within four hours. This service and response time is available in select nationwide locations.

Additionally, Zebra will work with individual customers to arrange custom on-site response times.

“ZebraCare On-Site is another way we can support our customers throughout the life cycle of their Zebra printers,” said Scott Model, senior product manager, Zebra Technologies. “Not only does it minimize downtime, but it also provides our technicians with a better sense of how customers use our printers. Ultimately this knowledge helps us more strategically address service-related issues.”

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With one phone call, customers have immediate access to a dispatch representative who will troubleshoot the issue. If the printer cannot be repaired over the phone, a Zebra-trained and -certified technician will be dispatched according to the level of service agreement chosen. Additionally, ZebraCare On-Site service agreements include on-site preventative maintenance checkups, which ensure that any unexpected downtime is kept at a minimum.

“This service gives our customers relief from removing a printer from service and shipping it back to our repair center for repair,” added Model. “And, because customers pay annually, they can more easily budget their annual maintenance expenses and safeguard against the cost of unexpected repairs.”

Customers who buy a Zebra On-Site service agreement at the time they purchase their Zebra printer will receive special “new product” pricing. Otherwise, customers may purchase an On-Site service agreement at any time as long as their printer is in good working order.

To purchase a ZebraCare On-Site service agreement, customers can contact their Zebra authorized reseller, reach Zebra directly at www.zebra.com, or call 1 (800) 423-0442.

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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