



FOR IMMEDIATE RELEASE

Business Solutions Magazine Places Zebra Among the Best Channel Vendors

*Zebra ranks high in the publication's first-ever
"Best Channel Vendors" special report*

Vernon Hills, Ill., January 21, 2009 — Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, was named one of *Business Solutions* magazine's best channel vendors in the technology industry in the January 2009 issue. The publication's first-ever special feature was of the largest surveys of its kind and included input from more than 1,600 unique resellers.

"We are extremely honored to receive this recognition from our partner community," said Michelle Kabele, senior manager, channel programs and marketing for Zebra Technologies. "Zebra is constantly working to provide Zebra's PartnersFirst channel partners with industry-leading products and best-in-class channel programs."

Respondents were asked to rank vendor partners on service/support, channel friendliness, channel program, product features, product reliability and product innovation. Zebra received recognition in the "Data Collection Hardware" category for both its specialty printer solutions and card printer solutions. Additionally, Zebra's mobile solutions were recognized in the "Wireless & Mobility" category.

"We have been a member of Zebra's PartnersFirst program because the quality and reliability of Zebra printers help Avalon build and maintain a stellar reputation with our end-customers," said Michael Kula, vice president of Avalon Integration, Inc. "The loyalty and responsiveness Zebra has shown us really illustrates their desire to create and cultivate a true channel partnership."

For more information about Zebra Technologies, please call 1 800 452 4056 or visit www.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. 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. Zebra labels, printers and solutions can be found in more than 100 countries around the world. Information about Zebra and Zebra-brand products can be found at www.zebra.com.

###

Contact Information:
Zebra Technologies Corporation

Media:
Tim Dreyer
+1 847-793-5677
tdreyer@zebra.com