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Zebra Technologies Wins Three ‘Best Channel Product’ Awards from Business Solutions Magazine

Lincolnshire, Ill., Sept. 01, 2009 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, was honored today with three ‘Best Channel Product’ awards by *Business Solutions* magazine for the HC100 direct thermal wristband printer, the RP4T Mobile Thermal Transfer RFID Printer, and the P330i Single-Sided Color Card Printer. Voted-on by more than 2,000 value-added resellers (VARs), products were judged based on the vendor’s overall partner program, margins, and product reliability.

“Taking home not just one, but three Best Channel Product Awards is a true testament to how Zebra’s printers and solutions not only meet critical business needs, but help our partners deliver real value to our end customers,” said Fred Zaeske, vice president and general manager, North America Specialty Printing Solutions. “We are honored to have received this recognition from our partner community.”

Zebra was recognized for product excellence in the following three categories:

- **Bar Code Printer - HC100 Direct Thermal Printer:** The first cartridge-based patient I.D. solution to make wristband printing easier and more cost-effective for healthcare organizations.

Zebra Technologies Corporation

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- **Bar Code Printer - Mobile, RP4T Mobile Thermal Transfer RFID Printer:** This easy-to-carry printer enables logistics managers and others to print long-life bar code labels, UHF smart labels and documents up to 4 inches wide on-demand and on-the-spot.
- **Card Printing - P330i Single-Sided Color Card Printer:** With its innovative, highly reliable angled feeder design (patent pending), the P330i is dependable for mission critical applications and is loaded with user-friendly features and dynamic options and built-in Ethernet.

As a follow up to the publication's 'Best Channel Vendor' survey which was published in January of this year, *Business Solutions* magazine's Best Channel Products' awards were determined through feedback from VARs, consultants, integrators, and ISVs (independent software vendors). A total of 19,833 votes were cast in the survey making it one of the largest surveys of its kind with this level of detail. Scores were then calculated by Penn State University and *Business Solutions* magazine editorial staff.

For more information about Zebra printers and genuine Zebra supplies, please call 800-452-4056 or visit www.zebra.com.

About Zebra Technologies

Zebra Technologies Corporation (Nasdaq: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's core technologies include reliable on-demand printer and state-of-the-art software and hardware solutions. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions visit <http://www.zebra.com>.

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