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Zebra Technologies Strengthens Channel Success with Coveted Industry Recognition from *Business Solutions Magazine*

Business Solutions Magazine's Reseller Survey Gives Zebra top honors for PartnersFirst Channel Program

Lincolnshire, Ill., Jan. 19, 2010— Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in specialty printing and automatic identification solutions, was recently named one of the best channel vendors in the technology industry for 2009 by *Business Solutions Magazine* for its industry-leading PartnersFirst channel program. The publication's special feature was of the largest surveys of its kind and included over 12,000 votes with input from more than 1,300 unique resellers.

“The relationships Zebra has cultivated with our partners play a significant role in the organization's success, and we are honored that the industry has recognized our commitment to this community,” said Fred Zaeske, vice president and general manager, Zebra Specialty Printing Solutions. “Zebra works side by side with our PartnersFirst members to garner industry and product feedback so that we can provide them with industry-leading products and best-in-class channel programs.”

Respondents in the *Business Solutions Magazine* survey were asked to rank vendor partners on service/support, channel friendliness, channel program, product features, product reliability and product innovation. New product introductions in 2009 such as the ZXP Series 8™ retransfer card printer and the high-performance Xi4™ tabletop printer helped Zebra received high recognition in the “product reliability” “product innovation” and “product features” categories.

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“Zebra’s PartnersFirst program sets the bar for channel partner programs,” said Dino Farfante, president, American Barcode and RFID. “We continue to be impressed with the integrity and support we get from Zebra. Their channel DNA is integrated into American Barcode at every level from the CEO down.”

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.

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