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IMMEDIATE RELEASE

**Zebra Technologies to Host Investor Breakfast and Webcast
in Conjunction with the 2015 National Retail Federation Show**

Company to discuss its strategy and opportunities for growth in the retail sector

Lincolnshire, Ill. – January 6, 2015 – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in products and solutions that provide real-time visibility into organizations’ assets, people and transactions, today announced that it will host an investor event to discuss the company’s strategic position within the retail industry. The event will take place on Monday, January 12, 2015, at 7:00 AM Eastern Time.

“Zebra’s tailored solutions give our retail customers greater visibility into their assets to improve workflow and enhance the shopping experience,” stated Anders Gustafsson, Zebra chief executive officer. “Our discussion will focus on the important growth opportunities for Zebra in the retail sector, our growth strategy, and the value our robust portfolio of innovative products and solutions provide for our customers.”

Investors are invited to listen to a live webcast of the presentations by visiting the company’s website at <http://www.zebra.com>. A replay of the webcast will also be available following the conclusion of the event.

For more information about the meeting, please contact Patrick Flaherty, Investor Relations Manager, at PFlaherty@zebra.com, or 847-793-5592.

About Zebra Technologies

Zebra (NASDAQ: ZBRA) makes businesses as smart and connected as the world we live in. Zebra tracking and visibility solutions transform the physical to digital, creating the data streams enterprises need to simplify operations, know more about their businesses, and empower their mobile workforces. For more information, visit www.zebra.com/possibilities.

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