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Zebra Technologies' Denise Hampton Named to 2015 *CRN* Women of the Channel Power 100

LINCOLNSHIRE, Ill. – June 3, 2015 – [Zebra Technologies Corporation](http://www.zebra.com) (NASDAQ: ZBRA), a global leader in products and services that provides visibility into organizations' assets, people and transactions, today announced that Denise Hampton, senior director of global channel strategy, has been named to [The Channel Company](http://www.channelcompany.com)'s prestigious 2015 *CRN*® Women of the Channel, and has been recognized as one of this year's Power 100. The annual list honors outstanding female executives across vendor channel organizations prominently involved in the IT channel ecosystem for their achievements and the far-reaching impact they are having on the technology industry going forward.

This year's Women of the Channel were carefully reviewed and selected by the editors of *CRN* based on their accomplishments and the influence they wield over the technology channel. The Power 100 spotlights an elite subset of Women of the Channel honorees whose insight and influence in their respective companies help drive channel success.

In addition to overseeing global channel strategy and North American channel marketing and operations, Hampton leads strategic initiatives to strengthen and drive growth for Zebra's channel and ensure tight linkage with Zebra's go-to-market strategy. Following Zebra's acquisition of the Motorola Solutions Enterprise business in late 2014, Hampton focused on designing an all-new partner program that integrated both companies' partner programs into one united program architecture. In addition, Hampton and her team spearhead initiatives to combine the company's deep capabilities in data capture, mobility and wireless with its tracking and monitoring technologies to offer end-to-end tracking and visibility solutions.

"We applaud the exceptional contributions of the honorees in this year's Women of the Channel Power 100. These executives have made a lasting mark on the industry by helping to shape the channel's future," said Robert Faletra, CEO, The Channel Company. "We are privileged to celebrate their far-reaching influence, innovation and commitment to the IT channel community."

"We are thrilled that Denise has been recognized by *CRN* as one of the Power 100 Women of the Channel," said Juliann Larimer, Chief Marketing Officer, Zebra Technologies. "Denise was one of the architects of Zebra's award-winning PartnersFirst program and has proven expertise in designing programs that drive channel growth and loyalty. She will be instrumental in the launch of our new channel program in 2016."

The Women of the Channel will be featured in the June issue of *CRN*, and online at www.CRN.com.

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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.

About The Channel Company

The Channel Company, with established brands including *CRN*®, *XChange*® Events, *IPED*® and *SharedVue*®, is the channel community's trusted authority for growth and innovation. For more than three decades, we have leveraged our proven and leading-edge platforms to deliver prescriptive sales and

marketing solutions for the technology channel. The Channel Company provides Communication, Recruitment, Engagement, Enablement, Demand Generation and Intelligence services to drive technology partnerships. Learn more at www.thechannelcompany.com.

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