



Zebra Technologies Corporation

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Zebra Technologies Rings the Nasdaq Stock Market Opening Bell to Launch New Brand Following Acquisition of Motorola Solutions' Enterprise Business

NEW YORK – April 6, 2015 – [Zebra Technologies Corporation](#) (NASDAQ: ZBRA), a global leader in products and services that provide real-time visibility into organizations' assets, people and transactions, today will ring the Opening Bell at The Nasdaq Stock Market in Times Square in New York City to help launch its new brand and logo following the acquisition of the Enterprise business from Motorola Solutions in October 2014. Today's opening celebration is taking place nearly one year since the transaction was announced on April 15, 2014.

KEY FACTS

- Anders Gustafsson, CEO of Zebra Technologies, will open the market at 9:30 a.m. EDT alongside approximately 40 employees who played an integral role in bringing the two businesses together and establishing the new brand.
- Zebra unveiled its new logo on its redesigned [website](#) and [vision video](#) to highlight the company's new combined solution offerings and commitment to providing actionable enterprise asset intelligence to stakeholders.
- Zebra will be moving its corporate headquarters a short distance from its current location to 3 Overlook Point in Lincolnshire, Ill. later this month.
- Professionals from both organizations now comprise the nearly 7,000 Zebra employees worldwide. Zebra serves customers around the globe, with offices in more than 80 countries.

SUPPORTING QUOTE

Anders Gustafsson, Chief Executive Officer, Zebra Technologies

"We are excited to unveil the new Zebra and celebrate the first anniversary of the acquisition announcement by ringing the opening bell at Nasdaq. Our employees have worked tirelessly to integrate our new company's joint capabilities in real-time asset visibility, Internet of Things solutions, rugged mobility products and cloud technologies to deliver true real-time enterprise asset intelligence to our customers and partners. We are optimistic about our continued growth and success as one Zebra."

SUPPORTING RESOURCES

Media Alert: [Nasdaq Media Alert](#)

Facebook: [Zebra Technologies](#)

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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.

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