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AIM Global Elects Zebra Technologies' Dr. Clive Hohberger as New Chairman

Vernon Hills, IL, July 16, 2008 – Zebra Technologies (NASDAQ: ZBRA), a global leader in specialty printing and automatic identification solutions, has announced that Clive Hohberger, vice president of technology development, has been selected as chairman of the board of directors for AIM Global, the industry association recognized as the worldwide authority on automatic identification and mobility.

As board chairman, Hohberger will provide AIM Global with leadership, guidance, and direction to successfully fulfill its mission of being a thought leader on policy matters and standards affecting the automatic identification and mobility industry. AIM Global helps educate its members, the news media, policy makers, and current and potential customers of automatic identification and mobility technologies by providing timely, unbiased news and information to help accelerate the adoption and use of data capture and mobility technology.

“As chairman, my goal is to expand AIM Global beyond its membership-driven model by being more relevant in the lives of our members and the industry,” said Hohberger. “I will continue working to grow AIM Global’s reputation as a technology thought leader and the ‘go to’ organization in the industry.”

Dr. Hohberger has more than 26 years of experience in the automatic identification and data capture (AIDC) industry. He was responsible for Zebra’s first thermal transfer printer and its first RFID printer/encoder products. He designed the ZPL[®] programming language and the Ultracode[®] 2-D bar code symbology now becoming an AIM standard. With numerous patents in many technologies, Hohberger is a charter member of the AIDC honorary society and winner of the 1999 AIM Global Richard E. Dilling Award for his lifetime contribution to the industry.

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“Clive’s appointment further validates Zebra’s leadership position in the innovative technologies that are advancing the industry,” said Anders Gustafsson, Zebra’s chief executive officer. “We’re very pleased that he has been elected to such a prestigious organization as AIM Global.”

About AIM Global

For 35 years AIM Global has served as the association and worldwide authority on automatic identification, data collection and networking in a mobile environment. AIM members are providers and users of technologies, systems, and services that capture, manage, and integrate accurate data into larger information systems. Serving members in more than 43 countries, AIM Global is dedicated to accelerating the growth and use of Automatic Identification and Mobility technologies and services around the world.

About Zebra Technologies

Zebra Technologies Corporation improves customers’ business performance through products and solutions that identify, track and manage assets, transactions and people. In more than 100 countries around the world, 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. Information about Zebra and Zebra-brand products can be found at www.zebra.com.

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