



news release

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ZEBRA TECHNOLOGIES BATTERY REFRESH PROGRAM HELPS OPTIMIZE PRINTER PERFORMANCE AND SAFETY

*ZebraCare™ Annual Battery Refresh Program Ensures Proper Use, Handling and Disposal
of Lithium Ion Batteries*

Vernon Hills, Ill., June 19, 2007 – Zebra Technologies Corporation (NASDAQ: ZBRA), a global leader of on-demand printing solutions for business improvement, introduced today its ZebraCare Annual Battery Refresh Program. This new service eliminates the headaches involved in tracking, testing and replacing Lithium Ion (Li-Ion) batteries for Zebra mobile printers. Zebra will automatically send customers enrolled in the program new Zebra Li-Ion batteries on an annual basis. After installing their new batteries, customers simply place their old batteries into the empty boxes, apply the prepaid addressed shipping label, and send them back to Zebra for environmentally safe disposal and recycling.

“Once a battery has exceeded its useful life, it will not retain the same level of performance and safety. By regularly replacing batteries, we can help keep our customers’ printers in optimal working condition and reduce risks associated with Li-Ion battery usage,” said Craig Swanson, Zebra’s director of marketing for aftermarket, service & supplies. “It is important for our customers to follow Zebra’s recommended care and usage instructions for Li-Ion batteries, and this service makes it easier to do so.”

Customers can enroll when they purchase a new printer, or they can register a previously installed printer. Zebra will help customers identify which printers are covered by the program and will help them choose a one-, two- or three-year plan. By participating, customers also will receive an increase in the standard battery warranty from three months to twelve months on the replacement battery. Additionally, customized contracts are available for power users of mobile printers who may need to replace their batteries more frequently.

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Between now and December 31, 2007, Zebra will run a promotion to introduce the program and encourage customers to dispose of their batteries in an environmentally friendly manner. After purchasing ten new Zebra-branded Li-Ion batteries and returning ten used Zebra-branded Li-Ion batteries for proper disposal, the customer will receive a free battery.

“Often, customers do not think about their battery until it stops working and they have a workflow disruption,” added Swanson. “By eliminating the guesswork involved in determining when to replace batteries, Zebra helps our customers concentrate on their business, not their batteries.”

The following printers that use Zebra Li-Ion batteries are eligible for enrollment in the program:

- QL 220™/QL 220 Plus™
- QL 320™/QL 320 Plus™
- QL 420™/QL 420 Plus™
- RW 220™
- RW 420™
- MZ 220™
- MZ 320™

The ZebraCare Annual Battery Refresh Program is available in the United States, Canada and Latin America. For more information on the program, please visit www.zebra.com/batteries or call +1 800 423 0442 (option 3).

About Zebra Technologies

Zebra Technologies Corporation (NASDAQ: ZBRA) delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 100 countries around the world. More than 90 percent of Fortune 500 companies use Zebra-brand printers. A broad range of applications benefit from Zebra-brand thermal bar code, "smart" label, receipt, and card printers, resulting in enhanced security, increased productivity, improved quality, lower costs, and better customer service. The company has sold more than 6 million printers, including RFID and wireless mobile solutions, as well as ZebraDesigner™ label formatting software, ZebraLink™ connectivity solutions, genuine Zebra™ supplies and ZebraCare services and support. Information about Zebra bar code, card and RFID products can be found at <http://www.zebra.com>.

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