



datamax•o'neil

Contact Datamax-O'Neil

Chip Glisson
Marketing Communications Mgr.
Tel: 407-523-5562
Fax: 407-523-5668
cglisson@datamax-oneil.com

PRESS RELEASE

Datamax-O'Neil Acquires Extech Data Systems Division to Expand its Printer Portfolio and Grow Market Share

The acquisition represents the first step in Datamax-O'Neil's long-term external growth strategy to gain market share and strengthen its leadership position in the global Auto-ID market by broadening its product offerings and global presence.

ORLANDO, FL – December 16, 2009 - Datamax-O'Neil, part of Dover Corporation's (NYSE: DOV) Product Identification Platform and global provider of label and receipt printing solutions, has acquired Extech Instruments' Data Systems Division, one of the world's leading developers of portable printers for enterprise-wide applications. Extech Instruments, based in Waltham, Massachusetts is a subsidiary of FLIR Systems. The acquisition expands Datamax-O'Neil's portable printer portfolio, and strategically positions the company to gain market share and significantly grow its global customer base.

"This acquisition is an early example of our goal to distinguish Datamax-O'Neil as the clear leader in the auto-ID marketplace, with the industry's most complete product range and an aggressive plan for global marketshare growth," said Christian Lefort, president of Datamax-O'Neil. "I'm pleased to welcome Extech's portable printing division into Datamax-O'Neil and believe that this addition positions us and our combined channel partners to be more competitive and achieve greater success."

"Datamax-O'Neil has completed its unification and has now begun to implement its long-term strategy for sustained growth," said Omar Kerbage, president and CEO of Dover Corporation's Product Identification Group (PIDG). "The opportunity to better service our customers is now expanded with this acquisition, and I have confidence that the Datamax-O'Neil management team can execute an effective plan that will lead to market leadership with a superior suite of products,

Datamax-O'Neil
4501 Parkway Commerce Blvd.
Orlando, FL 32808
tel 800-816-9649
www.datamax-oneil.com



datamax•o'neil

PRESS RELEASE

unmatched service, and the support and extensive resources available from Dover's PIDG."

Extech Instruments' portable printer division offers a diverse line of thermal and dot matrix portable printers that are sold worldwide through an expansive network of distributors and marketing partners. The division will be fully integrated into Datamax-O'Neil over a four month period, and the printers will be marketed under the Datamax-O'Neil brand. The printers will complement Datamax-O'Neil's premium portable printer portfolio with the addition of a full line of high-value, cost-competitive printers for mobile requirements, including Point-of-Sale (POS), hospitality, route accounting and field service. The printers will appeal to price sensitive applications, and are available in 2, 3 and 4 inch configurations.

About Datamax-O'Neil

Datamax-O'Neil is a trusted global provider of stationary and portable label and receipt printing solution products that enable manufacturing and supply markets to capture the benefits of automated product identification and automated legal and financial transactions. Datamax-O'Neil is the barcode and mobile printing business group of Dover Corporation's Product Identification Group (PIDG), a global platform entity with products and services covering all the leading marking technologies and applications. The company's products address a wide variety of applications, including those in the industrial, healthcare, retail, automotive and ticketing market sectors. Datamax-O'Neil is headquartered in Orlando, Florida, and maintains key facilities in California, Illinois, and France, as well as sales and technical support offices around the world.

About Dover's Product Identification Group (PIDG)

Dover Corporation's Product Identification Group (PIDG) is a world class business group with products and services covering all of the leading marking and labeling technologies and applications. PIDG is comprised of two industry leaders --Markem-Imaje and Datamax-O'Neil. The goal of PIDG is to help its customers integrate optimal product identification solutions into their supply chain operations to increase productivity and operating efficiencies. The PIDG is unique in several ways: it provides a global understanding of key account applications throughout the supply chain; a continuously updated global expertise; and worldwide best-in-class service and support.

Datamax-O'Neil
4501 Parkway Commerce Blvd.
Orlando, FL 32808
tel 800-816-9649
www.datamax-oneil.com