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ZEBRA TECHNOLOGIES' PARTNERSFIRST PROGRAM EARNS FIVE-STAR RATING

Vernon Hills, Ill., April 4, 2005 — Zebra Technologies (Nasdaq: ZBRA), a global leader in on-demand printing solutions for business improvement, today announced that its PartnersFirst program has been awarded a “Five-Star” rating from *VARBusiness* magazine—the leading magazine covering strategy and technology trends for solution providers and technology integrators. The prestigious rating places Zebra’s PartnersFirst program among North America’s top information technology (IT) channel programs and further validates Zebra’s strong commitment to its channel partners.

Of the more than 285 vendor program entries reviewed this year, fewer than one-third of them received the coveted five-star rating in the magazine’s 11th annual Partner Programs Guide survey. After collecting hundreds of data points from IT vendors across every product and market segment, *VARBusiness* carefully examined five key metrics including a company’s channel investment, its velocity of sales through partners, and its most innovative programs. The publication’s editorial research department then correlated those results with such factors as industry-growth rates and performance in channel-satisfaction polls to achieve its results.

Robert C. DeMarzo, *VARBusiness*’ publisher, notes that Zebra’s go-to-market strategy is based on a comprehensive network of VARs that Zebra serves with an innovative array of marketing and educational support materials designed to ensure its products and solutions best fit end user needs. “The robustness of Zebra’s PartnersFirst program has been well received in the VAR community, which is a clear demonstration of Zebra’s channel commitment and channel innovation.”

Launched in May 2003, Zebra’s PartnersFirst program was designed to help its channel partners deliver value-driven bar code, wireless and RFID-based solutions to a wide range of end-customers in industries such as retail, manufacturing, life sciences, hospitality, and more.

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“Zebra’s PartnersFirst program is built upon a foundation of close communication with our network of VARs, which enables us to continually refine our channel initiatives and design innovative solutions and services that best meet their needs, said Juliann Larimer, Zebra Technologies’ director of channel strategy. “Earning the Five-Star designation from *VARBusiness* is a testament to the successful design and execution of the program.”

Other companies receiving 5-Star ratings include: Xerox, Veritas Software, Toshiba America Information Systems, Symbol Technologies, Sun Microsystems, SAP AG, Phillips, Oracle, Microsoft, Lexmark International, Hewlett Packard, IBM, Intel, Hyperion, and Cisco Systems.

The Partner Programs Guide appears in the March 21, 2005, issue of *VARBusiness* magazine and online at www.varbusiness.com.

Resellers, systems integrators, and independent software vendors interested in learning more about Zebra’s PartnersFirst Program, can call +1 800 423 0442 to locate a Zebra distribution partner near them, or visit www.zebra.com. Details of Zebra's PartnersFirst program are available online at www.zebra.com/partners.

About *VARBusiness* Magazine

For the past 18 years, *VARBusiness*’ strategic resources have been the gateway to the solution-provider community. *VARBusiness* provides unique strategic business and technology insight for solution providers through industry-defining research, in-depth editorial, channel events and innovative Web services, enabling these IT professionals to make educated decisions for their businesses, partnerships and customers. *VARBusiness* has been the recipient of numerous industry awards for both editorial content and design. Additional information about *VARBusiness* products, events and services, is available on the magazine’s Web site at www.varbusiness.com.

About Zebra Technologies

Zebra Technologies Corp. (Nasdaq: ZBRA) delivers innovative and reliable on-demand printing solutions for business improvement and security applications in 90 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 4 million printers, including RFID printer/encoders and wireless mobile solutions, and also offers software, connectivity solutions and printing supplies. Information about Zebra bar code and RFID products can be found at www.zebra.com.