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**Zebra Technologies Announces Bar Code Label Printing Availability  
on Ascent for Salesforce CRM**

*Bar Code Printing Now Brings Mobility Efficiencies to Back Office Operation*

**Lincolnshire, Ill., Feb. 17, 2010** — Zebra Technologies Corporation (Nasdaq: ZBRA), a global leader in specialty printing and automatic identification solutions, announces that bar code label printing is now available in Precisio Business Solutions' Ascent for Salesforce CRM. Ascent is an integrated enterprise application suite built on the Force.com platform that provides full-function sales order management, inventory management, warehouse and supply chain management, material requirements, and manufacturing execution management.

Bar code label printing enhances the benefits of Salesforce CRM by bringing vital materials management and production control data into warehouse applications. By utilizing data on the floor, the speed and accuracy of just-in-time manufacturing and warehouse management systems improves significantly. As a result, manufacturers experience lower inventory carrying costs, higher inventory turnover rates, and a reduction of misplaced inventory, leading to more cost effective manufacturing

“More and more organizations have a growing need to better track their field and office-based assets,” said Marty Johnson, product marketing manager, Zebra Technologies. “Bringing bar code printing to the larger enterprise population will increase the efficiency gains that coordinated asset tracking can deliver.”

Zebra's extensive line of table and desktop printers are designed for their ease of use and integration. The full suite of cost-effective products available are built to handle a range of industries through various volume printing options, increasing workplace efficiency and reliability. Zebra's table and desktop

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printers are an ideal print solution for many applications, including retail pricing labels, shipping and packaging labels, evidence and asset labels and visitor I.D. badges.

“Utilizing a complete barcode solution for Salesforce CRM is enabling the sales force to focus on customers in a way that was not previously possible,” said Shaun McInerney, co-founder and vice president of sales and marketing, Precisio Business Solutions. “The increased accuracy and speed with which we can now track our sales orders and inventory is bringing new levels of efficiency to our back office operations and setting us up for greater success in 2010.”

### **About Precisio Business Solutions**

Precisio Business Solutions is a premier supplier of enterprise business management solutions. The company’s flagship product, Ascent, is the best in class business system for businesses that have embraced the [Force.com](http://Force.com) cloud platform. Built on years of experience in many different business models, Ascent has revolutionized the way businesses extend their Salesforce CRM deployment to gain deeper functionality by creating a robust integrated business model for streamlining and making every business process more efficient. For more information visit [www.myinventorynow.com](http://www.myinventorynow.com).

### **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](http://www.zebra.com).

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