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Zebra Technologies Opens New Research & Development Center in Guangzhou

New facility to deliver products for emerging markets as Zebra expands global footprint

Lincolnshire, Ill., April 29, 2010 — Zebra Technologies Corporation (NASDAQ: ZBRA) today announced the grand opening of a new research and development center in Guangzhou, China. The new center has opened in a country that attracts diverse engineering talent which will be leveraged to significantly enhance Zebra’s competitive position.

The focus for employees at the Guangzhou center is on the development of thermal printer accessories, and product development to service customers in emerging markets. The new center is Zebra’s fourth design facility, and the first located outside the U.S. It is housed inside Zebra’s Guangzhou Technical Support Center, which opened last year.

“The new research and development center in Guangzhou is the latest milestone in Zebra’s commitment to developing innovative products that deliver superior value, function and performance, to our customers around the globe,” said Anders Gustafsson, chief executive officer of Zebra Technologies. “The facility will help us optimize our product development approach and gain efficiencies that will allow Zebra to pursue additional growth opportunities in the future.”

Zebra expects to hire eight engineers at the new center for product development and to provide engineering and production support for Jabil Circuit, Inc., Zebra’s third-party manufacturer of its thermal printers. Zebra’s other printer engineering and design centers are located in California, Illinois and Rhode Island. Together, they provide the broad range of printer products and related software and connectivity solutions for the company’s global customer base. The Guangzhou



facility will enable Zebra's North American teams to prioritize on innovation and new platform development.

"We can better serve the growing markets in the Asia Pacific region with solid engineering capabilities due to the rich talent and diverse skills that our Guangzhou staff will have to offer," said Mike Millman, vice president for Zebra Technologies Specialty Printing Group.

About Zebra Technologies

Zebra Technologies Corporation (NASDAQ: ZBRA) provides the broadest range of innovative technology solutions to identify, track, and manage the deployment of critical assets for improved business efficiency. Zebra's products include reliable on-demand printer and state-of-the-art software and hardware solutions utilizing a wide array of automatic identification technologies. By enabling improvements in sourcing, visibility, security and accuracy, Zebra helps its customers to put the right asset in the right place at the right time. Zebra serves more than 90 percent of Fortune 500 companies worldwide. For more information about Zebra's solutions, visit <http://www.zebra.com>.

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