

2Q10 SALES REVENUE GROWING STRONG: +33% COMPARED TO THE SAME PERIOD OF 2009! SALES REVENUE OF THE FIRST SIX MONTHS OF 2010 UP BY 28% COMPARED TO 2009

Bologna, July 15th 2010 – Datalogic S.p.A. – a company listed in the Star segment of the Milan Stock Exchange and a leader in the market for bar code readers, data collection mobile computers, RFID and vision systems – today announced the preliminary sales revenues of the second quarter and of the first half of 2010.

Mauro Sacchetto, CEO of Datalogic S.p.A. thus commented: “We are truly satisfied with the excellent results obtained in terms of turnover, which confirm the effectiveness of the decisions that we made with rapidity and focalization on business and which also allowed us to fully exploit all the opportunities of growth in the current context of moderate economic recovery. The recent acquisition of the American company Evolution Robotics Retail, a leader on the market of automatic vision solutions, aims in this direction too, strengthening our innovation abilities and our technological leadership. We can definitely confirm that Datalogic has gained market shares, consolidating its leadership on reference markets. Hence, we look towards the market with confidence, guided by the encouraging signs that reach us from the outside and comforted by the positive trend of purchase orders of all our Divisions “.

Preliminary consolidated sales revenue of the second quarter of 2010 is equal to 101 million Euro, up by +33% vs. the second quarter of 2009.

All operating Divisions of the Group recorded impressive growth in the second quarter of 2010 compared to the results of the same period last year. In particular, Datalogic Automation, specialized in the production of barcode, RFID and vision systems, recorded growth of +45% with sales revenue of 24 million Euro; Datalogic Mobile, specialized in the production of mobile computers, recorded growth of +44% with sales revenue of 21 million Euro; Datalogic Scanning, specialized in the production of bar code readers for the retail market and hand held scanners, recorded growth of +28% with sales revenue of 47 million Euro and Informatics, specialized in the online sale of barcoding solutions recorded an increase of +10% with sales revenue of 9 million Euro.

The total of preliminary Datalogic Group’s consolidated revenue of the first six months is over 190 million Euro with a significant growth of 28% vs. the same period last year.

The Group’s results of the second quarter and of the first semester of 2010 will be approved by the Board of Directors of Datalogic S.p.A. that will be held on July 30th, 2010.