

Bridge to Excellence

 DATALOGIC™

Calderara di Reno (BO), March 9, 2007

Dear Customer:

"Day One" for the new Datalogic will take place in just a few days; on April 2nd our Transformation will be effective and the three autonomous divisions which will support a product- and market-focused business model will begin operations.

Datalogic Scanning, Datalogic Mobile and Datalogic Automation will be ready to deliver you dedicated services and quality products through a more focused and Customer-oriented organization.

There could be no better sign to start such a new venture than share with you the exceptional results that we have achieved, thanks to you, our loyal Customers. Datalogic's performance in 2006 was the best ever, with consolidated revenue of € 381.6 million; that is an 85% increase over € 205.9 million in the previous year. With respect to profitability, EBITDA results were € 38.2 million, a 21% improvement over € 31.5 million in 2005.

What we see in these figures is the effect of our on-going integration with PSC and the basis for the next step of our Transformation.

Since the start of the Transformation project on December 2006, our goal has always been to be "business as usual", keeping the transition as seamless and transparent as possible. We believe that we have accomplished this goal so far and sales results to date confirm that you are maintaining your trust in us. We thank you for your continuing trust.

In the next few days, the last days prior to "Day One" April 2nd, you will receive additional, more detailed information to make your business experience with the new Datalogic Scanning, Datalogic Mobile, Datalogic Automation mutually successful. We are changing to better serve you; we have been committed to a positive change since we began the Transformation project.

Should you have any questions or concerns please feel free to contact me, Bill Parnell, Gian Paolo Fedrigo or your current Account Manager.

Thank you again for your continued business, belief, and support in our relationship.

Roberto Tunioli
Vice Chairman and CEO Datalogic S.p.A.

