

Calderara di Reno (BO), December 11, 2006

Dear Valued Customer:

I have the pleasure to inform you that the Board of Directors of DATALOGIC S.p.A. today approved the strategic guidelines of the organizational change of the Group which will evolve toward an autonomous divisional operating structure that supports a product and market focused business model.

The company is re-structuring itself into three strategic operating divisions:

- Datalogic Scanning, headquartered in USA, will be comprised of two business units – Hand Held Readers and Stationary Readers - Retail. This will result in the consolidation of the two hand held reader product lines of the Group, which will be harmonized into a cohesive offering. The current line of stationary readers for retail applications will continue as a core offering.
- Datalogic Automation, headquartered in Italy, will be comprised of three business units – Unattended Scanning Systems - Industrial, Marking and RFID. This allows Datalogic to leverage its field infrastructure for three businesses which share a common market and customer focus.
- Datalogic Mobile, headquartered in Italy, will be comprised of one business unit – Mobile Computers. This results in the consolidation of the two mobile computing product lines of the Group, which will also be harmonized into a cohesive offering.

In addition to the creation of these strategic operating divisions, the Business Development Unit will continue to be chartered with the organic development of new business platforms within the Group as well as the investigation of M&A opportunities.

The overriding corporate entity, Datalogic S.p.A., will continue to be headquartered in Bologna, Italy and will be chartered to provide vision and strategy, values, policies and control of financial assets for the Group and its companies.

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In our transformation we have tried to have as our final goal the attention to our Customers, offering them the excellence of focused product and service. I want to thank you all for your continued support and confidence in our relationship.

To execute our transformation plan we have formed an integration team consisting of an Integration Management Office (IMO), as well as operating teams, all with representation from all Divisions. I personally lead the IMO together with our Datalogic Group CFO, Marco Rondelli, and our Divisional Leaders, Gian Paolo Fedrigo and Bill Parnell.

For over 30 years the distinctive hallmark of Datalogic products has been their cutting-edge technology, meticulous design, and great reliability. We look forward to the opportunity to enhancing our ability to provide you with an unrivalled portfolio of products and services.

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

I sincerely thank you for your continued support and for choosing Datalogic as your provider of choice.

Best Regards,

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