

SYMBOL TECHNOLOGIES HONORED WITH ITSMA MARKETING EXCELLENCE AWARD

Symbol Recognized for Simplifying Services with Comprehensive Coverage Offering

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Symbol Technologies, Inc. (NYSE:SBL), The Enterprise Mobility Company™, today announced the Company received a gold Marketing Excellence Award for "Sharpening Competitive Differentiation" from the Information Technology Services Marketing Association (ITSMA), a membership organization that helps companies market and sell technology services and solutions.

Symbol received the Marketing Excellence Award for its strategic approach to simplify services and the launch of "Service from the Start" with comprehensive coverage - a service agreement that includes a three-day turn-around for products sent to Symbol repair centers. Symbol's comprehensive coverage simplifies the repair process for mobile computers by covering all repairs, including displays, keypads, plastics and internal components, thus significantly reducing costs and delays for customers.

"Developing the right services and value is the key to leveraging services as a competitive differentiator," said Art O'Donnell, senior vice president of Symbol's Global Services Division and Chief Quality Officer. "By creating services that are easy to buy and sell, with a no questions asked comprehensive approach that provides a clear, undeniable compelling value proposition, Symbol Services has differentiated itself in the marketplace."

"Symbol has done a great job at simplifying its portfolio of services and, at the same time, making its service offerings more valuable to its customers," said Dave Munn, president and CEO of ITSMA. "The initiative has delivered real business value to both the company and its customers, and we are extremely pleased to honor Symbol with a 2006 Marketing Excellence Award."

Symbol Global Services is an integral part of an enterprise mobility strategy to make every element of the solution work together to achieve customers' business goals. To learn more about Symbol Global Services, visit www.symbol.com/services.

About the ITSMA Marketing Excellence Awards

Launched in 1998, ITSMA's Marketing Excellence Awards focus exclusively on the largest segment of the technology business: technology services and solutions. The awards program is based on a comprehensive and strategic approach to marketing, recognizing that business success today requires marketers to move beyond the traditional realm of communications into such areas as developing new solutions, increasing sales effectiveness, and managing the customer experience. The program looks beyond flash and glitz to emphasize excellence in the three most critical aspects of success: innovation, execution, and business results.

About ITSMA

ITSMA specializes in helping companies market and sell services and solutions. As a membership organization, we work with the world's leading technology and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and community we provide the insight companies need to improve marketing impact, sales performance, and business results. ITSMA is based in Lexington, Massachusetts, and has offices in the United States, the United Kingdom, and Japan. Learn more at www.itsma.com.

About Symbol Technologies

Symbol Technologies, Inc., The Enterprise Mobility Company™, is a recognized worldwide leader in enterprise mobility, delivering products and solutions that capture, move and manage information in real time to and from the point of business activity. Symbol enterprise mobility solutions integrate advanced data capture products, radio frequency identification technology, mobile computing platforms, wireless infrastructure, mobility software and world-class services programs. Symbol enterprise mobility products and solutions are proven to increase workforce productivity, reduce operating costs, drive operational efficiencies and realize competitive advantages for the world's leading companies. More information is available at www.symbol.com.

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