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For Immediate Release

SATO America Announces *Ready-Set-Solved!* For Mandated Compliance Applications

Easy and cost effective EPC Gen 2 RFID solution for suppliers to Sam's Club

CHARLOTTE, NC – January xx, 2008 – SATO, a pioneer in the Automatic Identification and Data Collection (AIDC) industry and a leader in barcode printing, labeling, and EPC/RFID solutions, today announced its ***Ready-Set-Solved!*** SATO's EPC Gen 2 RFID solution for mandate compliance applications enabling suppliers to Sam's Club an easy and cost effective way to satisfy the recently announced RFID tagging requirement.

By January 31, affected Sam's Club suppliers must begin tagging all full, single pallets or incur a service fee for each pallet not RFID-tagged.

"SATO America's ***Ready-Set-Solved!*** provides suppliers with everything they need to quickly, easily, and cost effectively "get up to speed" and begin tagging full, single-item pallets that are destined for Sam's Club's distribution center in DeSoto, Texas or one of its stores served by that distribution center," said Mike Beedles, Director of Integration Services and Development at SATO America.

Ready-Set-Solved! includes the following "ready-to-go" SATO products that offer ease-of-use, reliability, and durability:

- ✓ **GL408e UHF RFID Printer** – SATO's most significant release of printing technology to date. Versatility and value are the cornerstones of the GL4e Series with features that surpass the competition. Only the GL4e Series offers an industry-leading printer management utility SATOnet CONNECT™; standard tri-port communication protocols, competitive emulations of all major barcode printers and much more.
- ✓ **Label Gallery 2 TruePro** – Full-featured, easy-to-use label design software that provides a complete barcode printing solution **including the latest Sam's Club, Wal*Mart, Best Buy, Target, DoD, and UID label formats**. Label Gallery 2 True Pro can be used with 32-bit and 64-bit Windows operating systems: Windows 98 SE, Windows NT 4.0, Windows ME, Windows 2000, Windows XP and Windows Server 2003.
- ✓ **One roll of 4x6 AD-222 RFID Labels** – General-purpose smooth, white paper face stock and permanent adhesive with a high quality liner.
- ✓ **One roll of T101A Standard Wax Ribbons** – General-purpose wax ribbon that provides an economic alternative that is especially effective on low-cost paper media.

- more -



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“Ready-Set-Solved!” serves as a very cost effective, stand-alone RFID solution for suppliers with mandated compliance requirements,” added Mike Beedles. “For those users not facing immediate compliance, SATO offers a full, turnkey solution including RFID middleware, integration, service, and data collection and we manufacture the printers and labels and provide the software. Our reputation for reliable products and services are unmatched.”

About SATO

SATO is a pioneer in the Automatic Identification and Data Collection (AIDC) industry and the inventor of the world’s first electronic thermal transfer barcode printer. It revolutionized the barcoding industry by introducing the Data Collection System (DCS) & Labeling concept – a total barcode and labeling solution providing high quality barcode printers, scanners/hand-held terminals, label design software and consumables. SATO is one of the first in the industry to introduce a complete, multi-protocol EPC-compliant, UHF RFID solution.

SATO is publicly listed on the first section of Tokyo Stock Exchange in Japan. It has worldwide offices in the United States, Belgium, France, Germany, Spain, United Kingdom, Poland, Singapore, Malaysia, Australia, New Zealand, Thailand and China. For the fiscal year ended March 31, 2007, it reported revenues of US \$705 million. More information about SATO Corporation can be found at www.sato.co.jp/english.

For more information about SATO America, visit www.satoamerica.com.

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