

News Release



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PAXAR GUARANTEES 100% READ RATE ON RFID SUPPLIES *BACKED BY 110% MONEY BACK GUARANTEE*

WHITE PLAINS, NY, April 9, 2005--Paxar Corporation (NYSE: PXR), a global leader providing bar code, RFID and identification technologies for the retail supply chain and the supplier of Monarch[®] brand products and services, today announced its groundbreaking Smart Label Performance Guarantee. The program offers users of Monarch Class 1 RFID Labels and Tags that are encoded with the Monarch[®] 9855[™] RFID printer / encoder and users of Monarch's Q-Service[™] for RFID a 110% money back guarantee for any labels that prove to be unreadable. The Monarch Smart Label Performance Guarantee is the strongest statement yet that Paxar's RFID products are performing reliably at customer locations.

"Read rates of RFID labels are critical. One of the issues the industry has dealt with has been a high failure rate of the antennas and chips in the labels," says Rick Bauer, Senior Director, RFID Technical Research. "At Paxar, we have solved this problem. As an integral part of our 'Smart Label' production process, we test each chip to make sure it is 'live' at least twice. We not only discard any chips that fail, we also discard chips that exhibit 'low performance' characteristics so they never make it out of our factory. When the user runs our RFID labels through our Monarch 9855-RFID printer/ encoder, the label is tested yet again. If it fails this time, the printer overstrikes it with an aggressive bar pattern, making it obvious that the label is not good."

"With our Monarch Smart Labels undergoing three separate rounds of tests, we are so sure that users will achieve 100% read rates, we are offering a full refund, PLUS an additional 10%, for any label returned to us for inspection that could not be programmed by the Monarch printer/ encoder, or cannot be read. With this industry-first program, users have a no risk investment in Smart Label technology, something that can't be found anywhere else. More importantly, users know that smart labels from Paxar will be readable, and that they won't experience the high failure rates we've heard about elsewhere that could be disastrous to their RFID implementation."

Jim Jackson, Director, Vendor Relationship Management, VF Corporation, has experienced Paxar's RFID quality first hand. "The labels provided by Paxar, and run through Paxar's Monarch[®] printer/ encoder, have been virtually 100% readable. Paxar's extensive experience in the retail market, the extremely high read rates we've seen, and the fact that Paxar ensures 100% satisfaction, gives VF the peace of mind that the solution we've chosen is in compliance with the requirements of our major retailer partners, and will help keep our implementation costs low."

Paxar's Bauer further states, "Monarch RFID Labels are the best in the industry, by virtue of our ISO-9001 temperature and static controlled production process, and our in line 'twice tested' policy in the factory. While the Smart Label Performance Guarantee applies only to customers using our Monarch Q-Service for RFID program or our Monarch 9855-RFID printer/ encoder along with the labels, customers with other brands of printer/ encoder equipment purchasing Monarch RFID Supplies will receive the same high quality, 'twice tested' RFID supplies for use in their brand of printers."

Complete written terms and conditions of the Guarantee are available upon request.

Paxar Corporation is a global leader in the identification and tracking of consumer products worldwide. Paxar® products are used the world over by leading apparel brands. Monarch® brand products are used by 90% of the top 100 U.S. retailers and their supply chain partners to identify, track and price all varieties of consumer goods. Paxar is a member of EPCglobal, the agency managing the emerging standards for RFID.

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