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For Immediate Release

VIDEOJET, HEWLETT-PACKARD TO DEVELOP ADVANCED INK JET PRINTING TECHNOLOGY FOR THE GRAPHIC ARTS MARKET

Wood Dale, Ill. (USA) – October 18, 2004 – Videojet Technologies Inc., the benchmark company for applying variable print information in industrial and commercial applications, has announced an agreement with the Hewlett-Packard Company (HP) to develop new variable printing solutions for the graphics market using HP thermal ink jet technology. Videojet, a Danaher (NYSE: DHR) company, will work with HP Specialty Printing Systems to provide these solutions.

Lettershops, commercial printers, service bureaus and in-house plants that need to print addresses, barcodes, graphics and customized messages will be able to leverage the capabilities of this technology and provide an increased spectrum of services for their customers. Videojet intends to commercialize the variable printing solutions under the Videojet brand name and bring them to market through Videojet's global sales and service channels, which include over 300 sales people and 700 technical support personnel.

"Videojet is deeply committed to being the premier supplier of variable printing technology to the graphics industry," says Robert Willett, Videojet's president of coding and marking. "Adding HP's ink jet technology to the Videojet stable of products will provide the

broadest range of variable printing equipment and be able to meet customer needs, no matter who they are or what they want to print."

"We clearly see the demand in the graphics segment for increased print performance at affordable price levels," says Jim Stewart, vice president of Specialty Printing Systems for HP.

"Joining with Videojet on this was a natural for us. They have the market position, sales channels, technical expertise and global reach to help HP fully capitalize on the promise of our latest technology."

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Videojet Technologies Inc. is a world-leading manufacturer of coding, printing and laser marking products, fluids, and accessories for the product identification industry. As experts in continuous ink jet (CIJ), drop-on-demand (DOD), thermal-transfer overprinting (TTO), array, and laser technologies, Videojet has over 275,000 units installed worldwide. Sales, service, training, administrative and application support is provided by direct operations worldwide, including Austria, Brazil, Canada, France, Germany, Ireland, Japan, The Netherlands, Portugal, Russian, Singapore, Spain and the United Kingdom, with more than 250 direct sales and service personnel in the United States alone. Videojet's distribution network includes over 175 distributors and OEMs, serving 135 countries.

Statements in this release that are not strictly historical may be "forward-looking" statements, which involve risk and uncertainties. These include economic and currency conditions, market demand, pricing and competitive and technology factors, among others, as set forth in Danaher Company's SEC filings.

Publisher note: Send reader responses to:

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