

Frost & Sullivan Cites Diebold's Commitment to Creating Value and Driving Enterprise Efficiencies

MOUNTAIN VIEW, Calif. — May 13, 2010 — Based on its recent analysis of the physical security market, Frost & Sullivan recognizes Diebold Incorporated (NYSE: DBD) with the 2010 North American Frost & Sullivan Award for Systems Integrator of the Year. As a systems integrator, Diebold's primary task is to enable a variety of systems and technologies to work together to meet the security needs of customers across diverse markets. The company converges and connects existing technologies, and partners with trusted suppliers to deliver leading-edge solutions to customers in the financial, retail, government, and commercial markets. Through innovative products, outstanding implementation of growth strategies and unswerving focus on customer value, Diebold stood out among competitors in one of the most challenging economic environments.

Innovation has always been a cornerstone of the company as seen in its tagline – "Innovation Delivered." Even during the severe economic downturn of 2009, the company launched innovative products, channels, and services. These include the Electronic Vault Attendant (EVA) Elite, the first banking solution to offer dual-control access to safe deposit boxes; LINX® GateMaster, for secure entry to government sites; Site Sentry® Remote Video Storage, which offers novel surveillance video storage features for the company's monitoring portfolio; the Advanced Dealer Program, a new distribution channel to expand company reach; and also integrated services, security outsourcing solutions that offer customers options for managing cost and human resources.

Diebold's degree of innovation was showcased when the company delivered a comprehensive, integrated security system for the Lincoln Hall building on the campus of the National Defense University (NDU) in Washington, D.C. The integrator led the project's design and implementation in cooperation with the NDU engineers, the prime contractor, building architects, engineers, and the Army Corps of Engineers. The overall solution involved a complement of electronic security systems, including advanced card readers and high-definition cameras, as well as its integration into a custom console and security monitoring center.

"The Lincoln Hall project offers a prime example of how Diebold takes highly sophisticated security technology and expertise, and puts it into action," stresses Frost & Sullivan Security Analyst Dilip Sarangan. "It took a proactive design approach to solve unique challenges related to the introduction of state-of-the-art equipment, while ensuring its interoperability with legacy components throughout the campus."

As organizations face increased physical attacks, fraud, and increasingly sophisticated logical security threats, the need for risk management is a top boardroom priority. Technology investments are now seen as a way to achieve a number of business objectives, including lowering costs, increasing efficiencies, and enhancing customer satisfaction. Diebold has been leading the industry from the front, going beyond mere tactical moves to giving technology more strategic importance.

"Diebold continues to diversify solutions, bring products to market faster, improve its ability to communicate capabilities to customers, enhance and expand business partnerships, and explore potential acquisitions, positioning itself as an innovative, trusted solutions design partner and industry leader, more than just another systems integrator," notes Security Analyst, Dilip Sarangan. "In recognition, Frost & Sullivan is proud to present the company with the 2010 North American Frost & Sullivan Award for Systems Integrator of the Year in the physical security market."

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in growth strategy and its implementation. The award lauds innovation in products and technologies and the resulting growth in value for customers and overall market penetration.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Diebold

Diebold, Incorporated is a global leader in providing integrated self-service delivery and security systems and services. Diebold employs more than 16,000 associates with representation in nearly 90 countries worldwide and is headquartered in Canton, Ohio, USA. Diebold is publicly traded on the New York Stock Exchange under the symbol 'DBD.' For more information, visit the company's Web site at www.diebold.com, or visit www.diebold.com/150 to learn more about Diebold's 150-year history.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.awards.frost.com>.

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