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**COGNEX CORPORATION SPONSORS DRAWING CONTEST
IN NATICK, MA ELEMENTARY SCHOOLS**

**Winning Artwork Published on Cover of Cognex's Annual Report;
Company Donates \$2,500 to Participating Schools**

NATICK, MA, March 20, 1998—Cognex Corporation (NASDAQ: CGNX), the world's leading supplier of machine vision systems, today published its 1997 annual report, which features the artwork of 16 elementary school children from Natick, MA on the cover. The children were among nearly 400 students who entered a contest to draw how Cognex's machine vision systems automatically gauge, guide, identify, and inspect products as they are manufactured. Cognex donated \$500 to each of the five elementary schools in Natick that participated: Bennett-Hemenway, Brown, Johnson, Lilja, and Memorial Elementary Schools.

Cognex, which is known for its offbeat, humorous, themed annual reports, designed the 1997 annual report to look like a children's activity book to highlight the fact that the company experienced an "active year" that included a recovery from a slowdown in its major markets, an acquisition, and the introduction of powerful new machine vision technology. In addition to the company's financial information, the report includes a variety of games, puzzles, and mazes to help explain the company's business.

"Cognex is a company that is known for looking at things, including our annual reports, from a unique perspective. And, we also believe in having fun, which is one of our ten corporate values. So, we thought it would be very appropriate to have the talented young artists in our hometown provide us with artwork that shows our machine vision systems through the eyes of a child," said Dr. Robert J. Shillman, President, C.E.O., and Chairman, whose "Letter from the President" in the report is accompanied by a cut-out paper doll drawing of him and one of his Halloween costumes, rather than a traditional, formal photograph.

(more)

The winners in the contest were honored at Cognex's headquarters with a special ceremony and dinner, during which each child was presented with an award certificate, a professional artist's kit, and five shares of Cognex stock. In addition, the students were inducted as honorary "Cognoids" and taught the company's anthem by a singing puppet. The winners are as follows, listed by school and grade: Bennett-Hemenway School—Emily Hudson (kindergarten, age 6), Maisie Powers (1st grade, age 6), and Brian David Kwok (2nd grade, age 7); Brown School—David A. Keough (1st grade, age 6), Mat Apeseche (2nd grade, age 8), Vani Manchanda (2nd grade, age 7), Nicole Caouette (3rd grade, age 9), Valeria Barbier (4th grade, age 9, whose drawing was shown on the cover of the report), Anthony Bertolino (4th grade, age 10), Michael Williams (4th grade, age 10); Johnson School—Lauren Lyon (kindergarten, age 5) and Nora Webster (kindergarten, age 6); Lilja School—Bianca Lombardi (3rd grade, age 8); and Memorial School—Jason Lau (1st grade, age 7), Kelsey Dunne (3rd grade, age 8), and Michael Silvestri (4th grade, age 10).

To obtain a copy of Cognex's 1997 annual report free of charge, write to: Department of Investor Relations, Cognex Corporation One Vision Drive, Natick, MA 01701.

Cognex Corporation designs, develops, manufactures, and markets machine vision systems, or computers that can "see." Cognex is the world's leader in the machine vision industry, having shipped to date more than 70,000 machine vision systems. Cognex's Modular Vision Systems Division, headquartered in Natick, Massachusetts, specializes in machine vision systems which are used for automating the manufacture of a wide range of discrete items and for assuring their quality. Cognex's Surface Inspection Systems Division, headquartered in Alameda, California, specializes in machine vision systems which are used for inspecting the surfaces of products manufactured in a continuous fashion, such as metals, paper, and plastics. In addition to its corporate headquarters in Natick, Massachusetts, Cognex also has regional offices located throughout North America, Japan, Europe, and Southeast Asia. Visit Cognex on-line at <http://www.cognex.com>.

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