



COGNEX TO PRESENT AT NEEDHAM & COMPANY GROWTH CONFERENCE

NATICK, MA, January 4, 2011 — Cognex Corporation (NASDAQ: CGNX) is scheduled to present at the Needham & Company 13th Annual Growth Conference at The New York Palace Hotel in New York, NY. Richard A. Morin, Executive Vice President and CFO of Cognex, will discuss the company's performance and future prospects on Tuesday, January 11, 2011 beginning at 10:40 a.m. Eastern time.

Internet users can listen to a real-time audio broadcast of the presentation as well as an archive of the presentation on Cognex's website at <http://www.cognex.com/Investor>.

About Cognex Corporation

Cognex Corporation designs, develops, manufactures and markets machine vision sensors and systems, or devices that can "see." Cognex vision sensors and systems are used in factories around the world where they guide, inspect, gauge, identify and assure the quality of a wide range of items during the manufacturing process. Cognex is the world's leader in the machine vision industry, having shipped more than 600,000 machine vision systems, representing over \$3 billion in cumulative revenue, since the company's founding in 1981. Headquartered in Natick, Massachusetts USA, Cognex has regional offices and distributors located throughout North America, Japan, Europe, Asia and Latin America. For details, visit Cognex on-line at <http://www.cognex.com>.

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