



## PRESS RELEASE

### Dennis Ryan appointed Director of Sales & Business Development, North America

**Amsterdam, 16 October 2006.** SMARTRAC N.V. announced that Dennis Ryan has joined SMARTRAC as the Director of Sales & Business Development, North America and will report directly to Chief Sales Officer, Wolfgang Schneider. Based in North-Eastern Ohio, Dennis is responsible for growing SMARTRAC's prelaminated RFID inlay & transponder business and supporting established accounts and distribution partners in North America.

"SMARTRAC's customers and partners in North America have come to rely on us to provide innovative and cost effective RFID inlay and transponder products supported by world-class customer service and manufacturing capabilities," said Wolfgang Schneider, Chief Sales Officer. "The addition of Dennis to our team will enable SMARTRAC to continue exceeding our customer's expectations for excellence."

Dennis has 25 years of experience in electronic component sales and has been directly involved in sales and business development of RFID transponder products and services for the last 10 years. Most recently, Dennis was the Director of Business Development for Repacorp Label Products a large label converter of HF and UHF smart labels. Previous RFID experience included executive sales positions with Denpa-ID, AmaTech USA, Inc and AIT/PCK Technology. His broad experience and background with a variety of RFID transponder and reader products will allow Dennis to offer SMARTRAC's customer base a great deal of expertise and assistance in developing RFID enabled products and solutions.

#### **About SMARTRAC N.V.**

SMARTRAC is a leading supplier of inlays for contactless credit cards (ePayment) and passports with integrated contactless chips (ePassports). The company, which was founded in 2000, is incorporated under Dutch law and has its head office in Amsterdam. SMARTRAC has its main production and R&D center in Bangkok (Thailand), as well as subsidiaries in Germany and Singapore. Through an agreement with Xytec Solutions (Kulim, Malaysia), in which SMARTRAC holds a 30% stake, the company has exclusive access to proprietary manufacturing equipment. In two product segments - Standard and High Security - SMARTRAC manufactures components for RFID applications in public transport, access control and logistics, as well as in the high-security applications of ePayment and ePassport.



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