



PRESS RELEASE

SMARTRAC supplies contactless PRELAM® for Cairo Metro project to MasriaCard

Amsterdam, August 04, 2008 – SMARTRAC N.V., a leading manufacturer and supplier of RFID components was chosen as the supplier of RFID PRELAM® for the Cairo Metro Project. The orders will come through MasriaCard, SMARTRAC's local partner in Egypt and a leading smart card and RFID solutions provider in the region Middle East and Africa. MasriaCard was recently awarded as supplier of contactless cards to the Cairo Metro Organization.

“We are pleased to cooperate with our experienced local partner MasriaCard in this project”, said Wolfgang Schneider, Chief Sales Officer (CSO) of SMARTRAC. “Based on our long-term experience as a major supplier of RFID inlays for public transportation systems around the world, our RFID inlays are best suited to support efficient mass transportation solutions.”

SMARTRAC will deliver PVC PRELAM® to MasriaCard who will then convert them into finished and branded cards that the Cairo Metro Organization will issue to its passengers.

PRELAM® is a registered trademark of SMARTRAC and characterizes the core element of an RFID smart card, comprising all required electronic components to include a microchip and an antenna. The challenge in making this card inlay is to embed the microchip and the antenna in a way that functionality will not be affected by further card manufacturing and printing processes. The contactless card inlays rely on the company's advanced, proprietary wire-embedding technology that has proven to be best suited for high-profile applications.

Currently Cairo's Metro system consists of two operational lines, with a third line in the planning stage. The first two lines carry around 700 million passengers a year at an average of two million passengers per day.

Contactless RFID-cards for mass transportation offer numerous benefits compared to conventional contact-based tickets. As the ticket validation is carried out without direct contact to a reader, public transportation organizations are able to realize cost-savings through reduced maintenance efforts for mechanically heavy stressed equipment in conventional, contact based mass transportation systems. Furthermore, the ticket validation process is much quicker than manual stamping thus reducing waiting queues and offering a convenient entry process for passengers.

About SMARTRAC N.V.

SMARTRAC is a leading supplier of RFID (Radio Frequency Identification) components for Standard and High Security product segments. In the Standard segment, the company produces ready-made components for RFID applications in public transport, access control, and logistics. In the High Security segment, SMARTRAC is the global leader in high-quality RFID inlays for passports with integrated, contactless chips



(ePassports) and contactless credit cards (ePayment). SMARTRAC was founded in 2000 and since going public in July 2006 has been trading as a stock corporation under Dutch law with its registered headquarters in Amsterdam. The company currently employs some 2.700 employees around the globe.



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Forward-looking statements

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