



## PRESS RELEASE

### **SMARTRAC receives 2008 Frost & Sullivan Pacific Industrial Technologies Award for its Product Line Strategy**

Amsterdam, August 21, 2008 – SMARTRAC N.V., a leading manufacturer and supplier of RFID components, has been awarded the 2008 Frost & Sullivan Asia Pacific Industrial Technologies Award for its Product Line Strategy in RFID Inlays for both the low and high frequency market. This award is presented each year to the company that has demonstrated superior practices in its product line strategy within the RFID industry.

„It is an honour for SMARTRAC to receive this important industry award,“ said Manfred Rietzler, Chief Technical Officer of SMARTRAC. „It shows that our strategy to quickly address upcoming customer needs is a significant competitive advantage. We will continue to focus on cutting-edge technologies to anticipate developments before they become mainstream.“

Since the founding of the company in 2000, SMARTRAC has successfully expanded its product range, technological scope and research and development efforts in order to quickly respond to new trends and provide customers with appropriate products and time and again sets new standards in the RFID industry.

The 2008 Frost and Sullivan Asia Pacific Industrial Technologies Award for Product Line Strategy is already the second industry award rewarded to SMARTRAC by Frost and Sullivan. In 2007, SMARTRAC has been honoured with the Frost and Sullivan Vertical Market Penetration Leadership Award for Smart Cards ePassport Application (APAC).

#### **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.

#### **If you have any questions, please contact:**

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#### **Forward-looking statements**

To the extent that this press release contains forward-looking statements, such statements are based on assumptions, planning, and forecasts at the time of publication of this press release. Forward-looking statements always involve uncertainties. Business and economic risks and developments, the conduct of competitors, political decisions, and other factors may cause the actual results to be materially different from the assumptions, planning, and forecasts at the time of publication of this press release. Therefore,



SMARTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.