

PRESS RELEASE

SMARTRAC and Sony Corporation collaborate for release of FeliCa inlays

Amsterdam, October 08, 2008 – SMARTRAC N.V., a leading manufacturer and supplier of RFID inlays, and Sony Corporation, Tokyo, have entered into an agreement by which SMARTRAC will be the first RFID inlay manufacturer using wire-embedding technology to support Sony's FeliCa contactless integrated circuit (IC) chip technology with the new Sony chip RC-S962 available for the global market.

The RFID inlays comprising an antenna and the Sony microchip on a carrier substrate will be manufactured with SMARTRAC's proprietary wire-embedding technology.

The Sony FeliCa microchip platform combines processing, storage and communications functions and is used for various applications including access, secure electronic payment transactions and membership or loyalty rewards systems. In Japan and other international markets for example Hong Kong, FeliCa is the de facto standard for contactless payment, mass transit and access control.

"We are proud to be the first embedded wire inlay manufacturer to support Sony FeliCa and the new chip generation outside of Japan," says Wolfgang Schneider, Chief Sales Officer (CSO) of SMARTRAC. "Combining SMARTRAC's durable and dependable RFID inlays with Sony's next generation RC-S962 chips will offer customers flexibel and reliable solutions."

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.

*FeliCa is a trademark or a registered trademark of Sony Corporation



If you have any questions, please contact:

Tanja Möhler
Corporate Communications
SMARTRAC N.V.
Phone: +31 20 30 50 157
E-mail: tanja.moehler@smartrac-group.com
Internet: www.smartrac-group.com

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.