

PRESS RELEASE

**SMARTRAC adjusts product portfolio**

Amsterdam, March 04, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID components, adjusts its product portfolio to further elaborate synergies from the acquisition of Sokymat Automotive GmbH. Despite modifications in the product allocation, the product portfolio at large will remain unchanged.

The product realignment solely refers to RFID inlays where both, SMARTRAC and Sokymat Automotive have already developed and marketed products such as the animal ID market and industry and logistics applications. Bringing together these mutual products under the SMARTRAC brand enables the entire group of companies to work with high efficiency, to optimize utilisation of resources and to serve the customers in the respective market segments even better.

Development, production and sales of RFID components for the automotive market which are the core business of Sokymat Automotive GmbH will further on be marketed under the established and trusted Sokymat Automotive brand.

“This is another important step to bundle our strengths and make the most of our joint competencies and resources,” says Dr. Christian Fischer, Chief Executive Officer (CEO) of SMARTRAC. “Realigning products that formerly have been marketed under two brands is another logical step in the course of the integration of Sokymat Automotive into the SMARTRAC Technology Group”.

Sokymat Automotive GmbH is part of the SMARTRAC Technology Group since September 2008. The business activities and production facility in Reichshof-Wehnrath are an essential part of the SMARTRAC Business Unit Industry & Logistics which caters to customers in the automotive, animal identification, logistics, industry, laundry and medical market segments.

**About SMARTRAC N.V.**

SMARTRAC is a leading manufacturer and supplier of RFID (Radio Frequency Identification) components for a broad bandwidth of applications in all current frequencies. The company produces ready-made as well as customized transponders for public transport, access control, animal identification, industry and logistics. 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 2.800 employees and maintains a global research and development, production and sales network.

**About SOKYMAT AUTOMOTIVE GmbH**

SOKYMAT AUTOMOTIVE GmbH is a global leader in the development, production and sale of RFID components for the automotive industry and part of the SMARTRAC Technology Group. With a highly motivated team of specialists and developers, SOKYMAT AUTOMOTIVE supplies its products operating at 120-140kHz, 13.56MHz and 868/915MHz worldwide.



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

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**Forward-looking statements**

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