



PRESS RELEASE

SMARTRAC joins Smart Card Alliance

Amsterdam, June 03, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, today announced it has joined Smart Card Alliance, a non-profit, multi-industry association and the leading voice in the North American smart card industry.

Smart cards today are an essential part of everyday life providing flexibility, user convenience and security to organizations and end users. Fields of application for contactless RFID-based smart cards include payment, public transportation, access control and many more.

Being the world's largest smart card industry association, the Smart Card Alliance has played a major role in driving the development and deployment of smart cards.

As a leading manufacturer of inlays for contactless smart cards SMARTRAC to date has delivered more than 1 billion transponders to card manufacturers worldwide. Manufactured with the company's proprietary and patented wire-embedding technology, the durable and dependable inlays have set standards in various fields. In order to participate in the further development of the market and to contribute to the thought leadership provided by the Smart Card Alliance, SMARTRAC has now become a member of this renowned industry association.

"We have been working closely with the leading players in the contactless smart card market for years. We are now looking forward to a beneficial collaboration with the Smart Card Alliance and its members to further drive adoption of highly secure contactless smart cards on a global scale," said Wolfgang Schneider, Member of the Group Executive Team and Head of the Business Unit Cards at SMARTRAC.

"The rapid adoption of contactless smart cards for ePassports, bank cards, transit cards, and secure identification cards has enhanced the security of payments and identity management. SMARTRAC joining the Smart Card Alliance adds valuable expertise and manufacturing know how to share with the rest of the industry to help fuel the continued growth of smart cards in the future," said Randy Vanderhoof, Executive Director at Smart Card Alliance.

About the Smart Card Alliance

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology.

Through specific projects such as education programs, market research, advocacy, industry relations and open forums, the Alliance keeps its members connected to industry leaders and innovative thought. The Alliance is the single industry voice for smart cards, leading industry discussion on the impact and value of smart cards in the U.S. and Latin America. For more information please visit www.smartcardalliance.org

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 frequency standards. 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), contactless credit cards (ePayment) as well as for RFID transponders for public transportation applications and car immobilizers. 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 2.600 employees and maintains a global research and development, production and sales network.

**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.