



PRESS RELEASE

SMARTRAC becomes member of ABRID

Amsterdam, July 23, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, today announced it has joined Associação Brasileira das Empresas de Tecnologia em Identificação Digital (ABRID), the leading Latin-American industry association dedicated to smartcards, digital and biometric identification.

Adoption of RFID technology is gaining momentum in the Latin-American market. Especially in the market segments public transportation and access control deployment of smart cards has seen vast growth in the last years with the metro in Sao Paulo being one of the most prominent examples for the implementation of RFID technology.

ABRID has been founded in September 2007 and intends to advance the dialogue between its members as well as with government, federal and municipal authorities.

SMARTRAC set up operations in Brazil in 2007. The local production facility in Manaus, in the Amazon state, offers a comprehensive product range of standard and customized RFID transponders for various industries. The local subsidiary collaborates with more than thirty regional card manufacturers from Mexico to Argentina and provides work for nearly 150 employees.

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.