



PRESS RELEASE

SMARTRAC wins contract for 30 million RFID labels

Amsterdam, November 13, 2009 – SMARTRAC N.V., a leading manufacturer and supplier of RFID transponders, today announced that it has won a contract to supply 30 million RFID labels over the next twelve months. The volumes are delivered to a large system integrator who remains unnamed due to an arrangement of confidentiality.

SMARTRAC ticket and label inlays are produced in the company's factory in Malaysia which is equipped to manufacture high volumes of transponders using leading edge inlay assembly technologies and applies a very strict and integrated quality assurance program.

The SMARTRAC Business Unit Tickets and Labels serves several vertical markets. For the ticketing market, the company has developed ChipLink™, one of the most innovative assembly processes in the market which lowers the assembly costs significantly. With this technology SMARTRAC is one of only a few manufacturers providing a fully integrated production process from etching of the antenna to assembly of the RFID ticket inlay.

The company also offers a full range of RFID products for the RFID library and media management market for various media such as books, CDs and DVDs. The offering of additional services for the library market includes printing and programming, custom delivery formats as well as logistics using local service centers, too.

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.