



PRESS RELEASE

SMARTRAC selected by De La Rue to provide eCovers

Amsterdam, March 08, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of eCovers, today announced that it has entered into a framework agreement with De La Rue Identity Systems for the provision of eCovers a component part of biometric passports, for certain ongoing contracts.

De La Rue selected SMARTRAC following a structured competitive eTender process.

James Thorburn, Managing Director De La Rue Identity Systems said “We are delighted to further develop our working relationship with SMARTRAC. Their success in this procurement process is credit to their capability”.

Dr. Christian Fischer, CEO of SMARTRAC, added:” We are honored to supply De La Rue. The decision to select SMARTRAC is another proof of our technology leadership, the high quality standards of our products and the reliability of our global high security manufacturing network. De La Rue will benefit from SMARTRAC’s long term experience and proven track record as trusted partner for ePassport projects worldwide.”

SMARTRAC’s high security eCovers for electronic passports are manufactured with the company’s proprietary, patent protected wire-embedding technology that has proven to be best suited for high-profile applications. The ICAO-compatible eCovers fulfill the highest requirements regarding security, reliability, durability and mechanical robustness.

SMARTRAC supplies over 30 ePassport projects worldwide. The company’s patent-protected wire-embedding technology has been the technology of choice in almost every ePassport project around the world.

About SMARTRAC N.V.

SMARTRAC is a leading developer, manufacturer and supplier of 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 a global leader in high-quality eCovers for passports with integrated, contactless chips (ePassports), contactless credit cards (ePayment) as well as 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.

De La Rue

De La Rue is the world’s largest commercial security printer and papermaker, involved in the production of over 150 national currencies and a wide range of security documents such as

passports, authentication labels and fiscal stamps. The Company is a leading provider of cash sorting equipment and software solutions to central banks, helping them to reduce the cost of handling cash. De La Rue also pioneers new technologies in government identity solutions for national identification, driver's licence and passport issuing schemes. De La Rue employs over 4,000 people worldwide and is a member of the FTSE 250. Its ordinary shares are listed with the UK Listing Authority and trade on the market for listed securities on the London Stock Exchange under the symbol DLAR.

De La Rue Identity Systems is a trusted partner and advisor of Governments the world over, working closely with them to design, implement and manage secure identity systems and solutions. Pioneers of new technologies and innovation, De La Rue have successfully implemented over 50 identity management projects across the globe. With more than 27 million secure documents issued each year as a result of De La Rue's know-how and expertise, De La Rue Identity Systems are world experts in delivering quality and high performance solutions for passport, ePassport, visa, national ID and eID, driving licence and voter registration systems.

For further information visit De La Rue's website at www.delarue.com



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.