



PRESS RELEASE

SMARTRAC introduces SmartMiniGlassTag to the market

Amsterdam, April 29, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, broadens its established product portfolio of RFID glass transponders with the SmartMiniGlassTag. The small yet robust transponder will be unveiled to a specialist audience at Euro ID 2010, May 4-6 at booth B2.

With a diameter of 2.12 millimeters, a length of 8.8 millimeters and a weight of only 70 milligrams (mg), the SMARTRAC SmartMiniGlassTag accommodates the demand for reliable identification of very small animals and objects. Typical applications include tagging of mice, fish and other small animals, access control as well as general industry applications.

Manufactured from biocompatible glass, the hermetically sealed transponder is characterized by robustness and high chemical resistance. In addition, the SMARTRAC SmartMiniGlassTag comes with 512 bit EEPROM storage capacity and offers enhanced security features such as write protection and password protection. The passive low frequency transponder operates at frequencies of 125 kHz and 134.2 kHz and is available for immediate sale.

About SMARTRAC N.V.

SMARTRAC is a leading developer, manufacturer and supplier of RFID 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, RFID-based car immobilizers, animal identification, libraries, industry and logistics.

SMARTRAC is the global market leader in high-quality RFID inlays for electronic passports (e-Passports) and contactless credit cards (e-Payment) as well as for RFID transponders for public transport applications. SMARTRAC was founded in 2000, went public in July 2006 and trades as a stock corporation under Dutch law with its registered headquarters in Amsterdam. Since December 2008 SMARTRAC has been a member of the TecDAX, Germany's leading share index for companies in the technology sector. The company currently employs some 2,700 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.