



PRESS RELEASE

SMARTRAC appoints new Chief Operating Officer (COO)

Amsterdam, May 3, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that Dato' Tan Soo Hee joins the company as Chief Operating Officer (COO) and Member of the Group Executive Team effective June 1, 2010. In his role, he will take over responsibility for the operations of the production facilities worldwide.

Dato' Tan Soo Hee joins SMARTRAC from Infineon Technologies Kulim Sdn. Bhd. where he held the position as Managing Director. The 51 years old engineering expert has 26 years of professional experience in the semiconductor industry and has profound knowledge running complex and multi-site operations.

Dato' Tan Soo Hee started his international career in the U.S. after completing his studies in Physics in Maine and Rhode Island with the final degree of a Master of Science (M.S.) from Brown University. From 2002 to 2005 he was responsible for technology, industrial engineering and procurement at a semiconductor company in Singapore before he moved to Malaysia for his present position at Infineon.

Dato' Tan Soo Hee succeeds Franz Vollmann, who left the company on March 31, 2010 to pursue career opportunities in Europe.

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.