



PRESS RELEASE

SMARTRAC published Position Statement pursuant to Article 18 paragraph 2 and Annex G of the Decree Public Offers (Besluit openbare biedingen Wft)

Amsterdam, October 14, 2010 – Today, the Management Board of SMARTRAC N.V. published the Position Statement of SMARTRAC N.V. regarding the recommended public offer (cash offer) by OEP Technologie B.V. as required pursuant to Article 18 paragraph 2 and Annex G of the Decree Public Offers (*Besluit openbare biedingen Wft*). The Position Statement provides, inter alia, in writing the financial and non-financial considerations of the SMARTRAC Management Board with regard to the public offer by OEP Technologie B.V. as laid down in the Offer Document to the shareholders of SMARTRAC N.V. published on October 11, 2010.

The Position Statement is made available by way of publication on the internet on the company's website at <http://www.smartrac-group.com>, and will be held for distribution free of charge at SMARTRAC TECHNOLOGY GmbH, Albstr. 14, 70597 Stuttgart (Fax: +49 (0) 711 656 926 11).

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 3,300 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.