

PRESS RELEASE

Martin Kuschewski and Markus Spreng to be appointed to the SMARTRAC Group Executive Team

Amsterdam, October 21, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, announced today that it will enlarge the company's Group Executive Team (GET) by two additional members effective November 1, 2010. The decision to appoint two additional members was jointly taken by the SMARTRAC Management Board and Supervisory Board today.

The two new members who will be appointed to the SMARTRAC GET are Martin Kuschewski, Head of Business Unit eID, and Markus Spreng, Head of Business Unit Industry & Logistics.

"Both, Martin and Markus are key performers at SMARTRAC. We are very pleased to honor their strong individual achievements with this step. Their outstanding commitment and the favorable development of their respective business units are an example to many employees", says Dr. Christian Fischer, CEO of SMARTRAC.

"The decision to enlarge the SMARTRAC Group Executive Team and the enlargement of the SMARTRAC Supervisory Board by two additional members, Christopher von Hugo and Dr. Jörg Zirener, both Managing Directors at OEP, support the further development of SMARTRAC", says Manfred Rietzler, CTO and co-founder of SMARTRAC.

Pursuant to the foundation agreement between SMARTRAC and OEP dated August 30, 2010, OEP was granted the right to propose two candidates to be elected to the SMARTRAC Supervisory Board. The SMARTRAC Extraordinary Shareholder Meeting, held in Amsterdam today, approved the appointment of the two candidates proposed by OEP; Christopher von Hugo and Dr. Jörg Zirener.

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. The company currently employs some 3,300 employees and maintains a global research and development, production, and sales network.



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Forward-looking statements

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