



PRESS RELEASE

SMARTRAC sets clear signal in favor of high security: NASPO certification further elevates the company's strong security commitment

Amsterdam, November 23, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that it has received Security Assurance Certification from NASPO, the North American Security Products Organization.

NASPO certification is one of the strictest independent security certification processes worldwide. The Washington-based non-profit organization ensures that providers of security documents, labels, cards, packaging, materials and technology, operate under a certain set of operational standards and security protocols.

NASPO certification can only be achieved by implementing and ensuring high-level security assurance standards and a solid framework of security processes and best practices. At an on-site audit, SMARTRAC's high security production facility in Chanhassen, Minnesota, was found to meet all of the stringent security requirements.

Security certification under the NASPO standard is another milestone in a row of security certifications SMARTRAC accomplished for its global high security production network within the last months and years. Maintaining a network of high security facilities in Asia, Europe and the U.S., the company has been able to establish itself as supplier to more than 30 e-Passport projects and the partner of choice for RFID-based government electronic identification projects worldwide.

"This security qualification is another important accomplishment for our U.S. production site," said Dr. Christian Fischer, CEO of SMARTRAC. "The NASPO certificate not only proves our strategic commitment to high security production and highest quality standards. It also adds value for our business partners, especially in U.S. federal and government projects."

SMARTRAC's site in the U.S. has also been qualified by U.S. governmental authorities for the high security production of RFID inlays. The facility has obtained ISO 9001:2000 certification for its quality management processes and procedures, too.

The facility in the U.S. is part of the company's global network of certified high security production facilities in Asia, Europe and the U.S. which comply with a range of security standards, among them a site certificate supporting the EAL5+ assurance level.

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.

About NASPO

The North American Security Products Organization is a non-profit, ANSI accredited standards developer, focused on developing security standards and auditing for the security products industry. The organization's goal is to bring a recognized level of security assurance and credibility to the North American security products industry. Members represent many industry sectors including currency, negotiable and non-negotiable secure documents, brand integrity, identity documents, security software and packaging.

Further information is available at <http://www.naspo.info>.



If you have any questions, please contact:

Tanja Moehler
Head of Corporate Communications
SMARTRAC N.V.
Phone: +31 20 30 50 157
Email: media.relations@smartrac-group.com
Internet: www.smartrac-group.com

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.