

## PRESS RELEASE

### **SMARTRAC completes global branding strategy**

- **Malaysian subsidiary Multitape Technology changes company name to SMARTRAC TECHNOLOGY MALAYSIA Sdn Bhd**
- **In-house machine building subsidiary Xytec Solutions changes name to SMARTRAC AUTOMATION Sdn Bhd**

Amsterdam, December 3, 2010 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that it has completed its global branding strategy with the change of name of its two Malaysian subsidiaries.

Multitape Technology, a subsidiary dedicated to the development, manufacture and supply of high-performance label and ticket inlays, changed its name to SMARTRAC TECHNOLOGY MALAYSIA Sdn Bhd. Xytec Solutions, the dedicated in-house machine building subsidiary, changed its name to SMARTRAC AUTOMATION Sdn Bhd.

“The change of name of Multitape and Xytec is another important milestone in our company history. As of today, we have united all global entities under the SMARTRAC roof,” said Dr. Christian Fischer, CEO of SMARTRAC.

The change of name of the two subsidiaries is part of the company’s global branding strategy which has been initiated in spring 2009 and has the target to build and enforce the company’s strong global brand. As sign of togetherness and commitment to the same values and principles, all entities and subsidiaries were united under the family brand sharing “SMARTRAC” as part of their company name.

### **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.



**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, SMARTTRAC N.V. does not assume any responsibility relating to forward-looking statements contained in this press release. Furthermore, SMARTTRAC N.V. does not assume any obligation to update the forward-looking statements contained in this press release.