



PRESS RELEASE

SMARTRAC takes 50 percent stake in Omnia Technologies

Amsterdam, February 14, 2011 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, today announced that it has reached an agreement with Omnia Technologies to take an interest of 50 percent in the Indian manufacturer of RFID tags.

The acquisition of 50 percent of Omnia Technologies is part of SMARTRAC's growth strategy and further strengthens the company's business activities in the Indian market. Omnia Technologies is a manufacturer of RFID tags located in Gurgaon, India, with long-lived experience in the production of LF, HF and UHF transponders.

"Omnia's product and technology range perfectly complements our industry and logistics product portfolio," said Dr. Christian Fischer, CEO of SMARTRAC. "India is one of the fastest growing markets for RFID. We are very pleased to have Omnia as strong partner in the region to further participate in the growth potentials of this market."

SMARTRAC has extensive technical and operating experience and a proven track record that amounts to more than 1.5 billion RFID transponders. What also adds to SMARTRAC's manufacturing expertise is its broad intellectual property from more than 300 patents and patent applications as well as its extensive knowledge and experience in processing technologies such as module packaging capabilities, and antenna-chip connecting technologies.

"We are very proud and pleased to partner with SMARTRAC. The company has a strong reputation for highest quality standards in the RFID market," said Ashish Bhutani, Director of Omnia Technologies. "We are excited to work with SMARTRAC and to utilize synergies resulting from the partnership to conjointly grow our business."

Omnia Technologies will henceforth be managed conjointly by SMARTRAC and its owners Ashish Bhutani and Ajay Bhutani.

About SMARTRAC

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:

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.