



PRESS RELEASE

SMARTRAC announces Changes in the Management Board

Amsterdam, April 4, 2011 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, announces changes in the Management Board of the Company. Manfred Rietzler, member of the Management Board of SMARTRAC, intends to resign from his position effective May 31, 2011.

Manfred Rietzler's decision to resign from his current responsibilities is based on his intention to serve the Company as a member of the SMARTRAC Supervisory Board and focus on strategic developments, in particular as Chairman of the new Technology Council, subject to approval by the SMARTRAC Annual General Meeting of Shareholders to be held on May 31, 2011.

The new Technology Council, which will be chaired by Manfred Rietzler, will be comprised of internal and external experts to support the Management Board in shaping the technology strategy of SMARTRAC.

Furthermore, the Supervisory Board has taken the decision to propose the appointment of Wolfgang Schneider as new Member of the Management Board to the SMARTRAC Annual General Meeting of Shareholders to be held on May 31, 2011.

"Manfred's outstanding contribution, entrepreneurship, passion and commitment were decisive for the overall success of the company. We fully support his intention to focus on strategy and next generation technology development in the new Technology Council rather than managing day-to-day business", says Dr. Christian Fischer, CEO of SMARTRAC. "We are also pleased to congratulate Wolfgang Schneider to his nomination as member of the Management Board of SMARTRAC. Both steps will have a share in further pursuing the great success story of the company.

Manfred Rietzler joined SMARTRAC in 2001 and has been a member of the Management Board since the incorporation of SMARTRAC N.V. in January 2006. He has held the position as Chief Technical Officer (CTO) since July 1, 2007.

With the intention to switch to the SMARTRAC Supervisory Board, he will stay closely linked to the company and maintain his focus on the strategic development of the company as well as next generation technologies in the RFID industry.

Wolfgang Schneider holds the management position Head of Business Unit Cards and has been a member of the SMARTRAC Group Executive Team since its inception at the end of 2007. He joined SMARTRAC in 2001.



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 nearly 3,500 employees and maintains a global research and development, production, and sales network.



If you have any questions, please contact:

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

Forward-looking statements

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