



PRESS RELEASE

SMARTRAC Surpasses Production Milestone of 200 Million Library Labels

Amsterdam, June 1, 2011 – SMARTRAC N.V., a leading developer, manufacturer and supplier of RFID transponders, announces that the company has produced and shipped more than 200 million labels for libraries and media management.

RFID labels for libraries and media management are produced in SMARTRAC's production facility in Kulim, Malaysia, based on a technology platform that integrates under one umbrella the inlay assembly concept, proprietary interconnection methods, and the in-house manufacturing of antennas, straps and inlays.

Besides the production of inlays and related components, the company's Business Unit Tickets & Labels offers additional services for customers in the media management segment such as printing and programming for library labels. In addition, SMARTRAC has established a worldwide supply chain to support the global media management customer base with local service hubs.

"The production milestone underlines our strong market position as manufacturer and supplier of RFID labels to the library and media management market", says Dr. Christian Fischer, CEO of SMARTRAC.

The company also announced that SMARTRAC Investment B.V., a 100 percent subsidiary of SMARTRAC N.V., took an interest of some 20 percent in RFID Technologie B.V. in the amount of EUR 20 million as an opportunity to develop new products and applications.

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

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Forward-looking statements

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