



PRESS RELEASE

SMARTRAC Broadens Product Range for Efficient and Reliable Laundry Management

Amsterdam, September 26, 2011 – SMARTRAC N.V., a leading developer, manufacturer, and supplier of RFID transponders, announced that the company has enlarged its product portfolio for laundry management to include the SMART-S-Tag16 LF.

Efficient laundry management is a concern for hospitals, hotels, and institutions. The requirements are diverse and range from reliable stock control and process acceleration to efficient usage of energy and water. What they all have in common is the need for a dependable, practicable, and future-oriented solution compliant with the respective industry standards.

SMARTRAC's product portfolio for laundry management fulfills these requirements. The new SMART-S-Tag16 LF is a robust transponder operating at a frequency of 125 kHz and perfectly complements the existing product offering. Manufactured using a special injection molding process, the transponder offers high mechanical resistance and withstands water immersion (IP67), heat of up to 200 degrees Centigrade, pressure, and chemicals.

Due to its small size and bright color, the tag can be easily and invisibly sewn into linen sheets or working garments. Additional services such as the engraving of serial numbers or logos make it unnecessary to attach extra stickers or barcodes.

To learn more about SMARTRAC's laundry management product portfolio, visit <http://www.smartrac-group.com/en/products-tags.php>

About SMARTRAC:

SMARTRAC is a leading developer, manufacturer, and supplier of RFID components for a broad range of applications in all current frequency standards. The company produces both ready-made and 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 transportation 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.

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, 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.