



PRESS RELEASE

Datamars: 20 years of innovation and leadership in RFID

Lugano, Switzerland, January 11, 2008 – As it celebrates 20 years of activity this year, Datamars, a leading global supplier of high performance RFID-based solutions, looks back on its extraordinarily successful history. Founded in 1988, the company quickly developed into a leader in innovative identification solutions based on RFID tags, readers and antennas. Datamars develops, designs and manufactures all the components and offers software, consulting and integration services to complete the solution. Having established a dominating position as solution provider in the companion animal and rental textile tracking segments, Datamars is now poised for further expansion.

“Fully integrated product portfolios, technological innovation, a profound understanding of customer requirements, as well as the trust placed in the company by a constantly growing number of partners and customers are the basis of our continued success,” comments Klaus Ackerstaff, CEO of Datamars. “There’s great pride in Datamars as we look back and see how far we’ve come – 20 years of delivering quality and performance have made Datamars *the* reference point in the markets we serve.” Today, Datamars employs over 160 employees globally with offices in Europe, Asia, and the Americas.

To support its benchmark-setting pet identification solution, Datamars has recently launched an innovative online reunification platform called PetLink. PetLink provides vets, shelters and pet owners a user-friendly online service to report lost or found animals. In the rental textile market, where fast and accurate tracking is a prerequisite for competitiveness, Datamars has likewise established itself as the global market leader with more than 700 clients in 24 countries and over 75 million chips in use.



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“Our vision for the future is to continue to provide unique identification solutions for companion animals and rental textiles, for the enduring benefit of our customers”, says Klaus Ackerstaff. “At the same time, we’ve developed a broad business understanding and clear vision of where and when RFID can optimize key business processes and provide a positive ROI to end-users. This will enable us to successfully introduce our technology into those markets that can benefit from innovating their processes via the contactless identification capabilities of RFID.”

About Datamars

Datamars is a leading global supplier of high performance RFID-based solutions. Founded in 1988, the company has developed a broad range of identification solutions based on RFID transponders, readers and antennas and is currently market leader in the companion animal and textile identification markets. Fully integrated product portfolios, technological innovation and a profound understanding of customer requirements have earned Datamars a reputation for quality and performance worldwide. As an RFID manufacturing company, Datamars works with strong partners and has developed a worldwide distribution network in each of its target markets. Datamars employs more than 160 employees globally with offices in Europe, Asia, and the Americas.

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