



**PRESS RELEASE**

## **Datamars reveals new company identity**

*Lugano, Switzerland, February 14, 2008* – Datamars, a leading global supplier of high performance RFID-based solutions, unveiled today its new corporate identity. The landmark event for Datamars marks 20 years of extraordinarily successful history and provides the conceptual “launch platform” for the company’s growth and diversification in the years to come.

“Identify to exceed’ is more than just a slogan – it is the realization that automatic identification of objects based on radio frequency identification (RFID) technology can revolutionize key business processes in a variety of industries leading to exceptional productivity increases, functionality improvements and cost reductions. In the case of companion animal identification our solution provides secure and fast reunification of lost animals with their owners” says Klaus Ackerstaff, CEO of Datamars. “Datamars has always been a pioneer in the development, design, manufacture and implementation of RFID-based products and solutions. Our new logo communicates this innovative spirit for which the company is well known and which will continue to characterize Datamars going forward.”

Founded in 1988, Datamars quickly developed into a leader in innovative identification solutions based on a broad range of RFID tags, readers and antennas. In addition to developing, designing and manufacturing all the components, the company also offers software, consulting and integration services to complete the solution. Datamars has established a dominant position as solution provider in the companion animal and textile identification segments.

# DATA MARS

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“There are a lot of factors that explain our success over the past 20 years but the most important one is our people, “ says Klaus Ackerstaff. “Datamars employees throughout the world share values like passion, respect, empowerment, performance and excellence. Our vision for the future is to continue to provide unique and innovative identification solutions for the enduring benefit of our customers, as well as profitable growth for our shareholders.”

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### 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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