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| **Datamars now present in Barcelona, Spain**

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| *Lugano, Switzerland, September 2010* - Datamars, a leading global supplier of high performance RFID-based solutions announced that it has re-named and relocated its Spanish subsidiary. DATAMARS Trazabilidad SLu. has been established in Barcelona to serve the animal identification clients on the Iberian peninsula. "With this step, we manifest the successful integration of the Rumitag business into DATAMARS", says Kilian Romero Pijoan, Sales Director at DATAMARS and General Manager of DATAMARS Trazabilidad SLu. in Barcelona. He adds "I am happy the integration was fast and successful. We can now serve our clients even better under the DATAMARS brand as part of a much larger and more international group."The DATAMARS subsidiary in Spain provides sales, service and support personnel services for the Iberian markets in the field of animal identification. "In an effort to improve our customer services and unify our branding, we have re-named our Spanish subsidiary to DATAMARS. This is a symbolic change, but it certainly is an expression of the successful integration of the Rumitag Livestock business into the larger DATAMARS group of companies" adds Dr. Klaus Ackerstaff, CEO of the DATAMARS Group. |

**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 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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