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| **Brian Zapach appointed new General Manager of Datamars North America**

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| *Lugano, Switzerland, April 9th, 2011* - Datamars, a leader of high performance RFID-based solutions for animal and textile identification, announced the appointment of Brian Zapach as General Manager of Datamars North America. Mr. Zapach will have responsibility for Datamars US operations, Datamars, Inc.Brian has an extensive experience in running service centres for technical products working for different high tech companies. He is a focused leader and an enthusiastic motivator with strong project management skills and an understanding of how to successfully execute complex missions in critical environments. Brian has managed customer facing organizations in the US and Canada and has worked with European companies in the US. He is a client focused business leader and will further expand Datamars Inc., especially local customer service, fulfillment and US operations to support our growing client base across our business. Brian has a Bachelor of Science in Global Sports Marketing and Business Management from the Indiana University."I'm very glad to join Datamars North America. This new role is a challenge and I am looking forward to expanding our operations in the US and growing our business", said Brian Zapach."We believe that Brian will significantly strengthen our US presence and further develop the positive results of Datamars in the US market. Brian's experience will be crucial to support our growing business and client base. I'm glad to welcome Brian to our team and I'm looking forward to working together", said Klaus Ackerstaff, CEO of Datamars. |

**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 textile and animal 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 around 350 employees globally with offices in Europe, Asia, and the Americas.

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