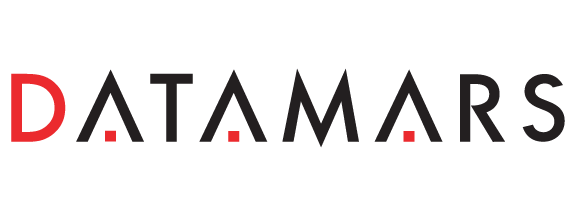
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| **DATAMARS Announces Acquisition of Animal Identification Division of Demaplast**   |  | | --- | | *Lugano, Switzerland, September 15th 2011* - Datamars, a leading global supplier of high performance RFID-based solutions, announced today that it has acquired the animal identification business of Demaplast S.r.l., including patents, products and production lines. Datamars will continue to provide the full Demaplast animal identification product portfolio, and will further grow its presence in this segment internationally.   "This acquisition represents another major milestone for Datamars' growth strategy in the global animal identification market" said Klaus Ackerstaff, CEO of Datamars, "Demaplast's animal identification product range complements and enhances the current Datamars Livestock ID product set and we are certain that the wealth of synergies between the two companies will foster value creation for this specific market."   Founded in 1965 by the Demarosi family, Demaplast Srl specializes in the injection of plastic material and produces a vast range of items, which are sold in over 50 countries around the world.   "Thanks to Demaplast's experience and market presence, we can rely on an established distribution network in new geographical markets for Datamars. We will focus on a fast and smooth integration of this business into our company, leveraging our research and development expertise, our production capacity and our international presence in many markets with local sales and service personnel." concluded Klaus Ackerstaff. |   **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.  About Demaplast Founded in 1965, Demaplast Srl produces a vast range of items which are sold in over 50 countries around the world. Headquartered in Pianello (PC), Italy, Demaplast is specialized in the injection of plastic material. In addition to the ear tags for the animal identification, Demaplast produces veterinary items and vaccination equipment, such as syringes, vaccinators, drenching guns, needles, palpation gloves and disposable clothing as well as seals for the traceability of food.   |  |  | | --- | --- | | **For further information, please contact:** |  | | Corporate Communications Datamars  Via ai Prati CH-6930 Bedano-Lugano - Switzerland Tel: +41 91 935 73 94 - Fax: +41 91 945 03 30 [media@datamars.com](mailto:franz.schoepf@datamars.com) [www.datamars.com](http://datamars.com/) |  | |