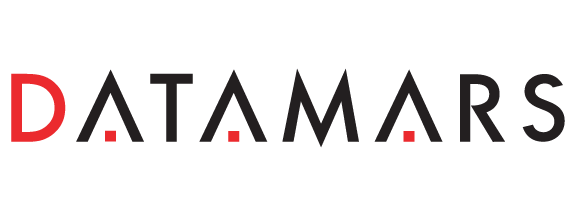
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**Datamars opens subsidiary in Australia**

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| *Lugano, Switzerland, January 2010* - Datamars, a leading global supplier of high performance RFID-based solutions announced that it has established a subsidiary in Australia to serve the largest market for electronic Livestock Identification directly with local sales and finishing capacity as well as customer service and support.   "DATAMARS Australia Pty. Ltd. has been established in Amamoor, a rural community close to Brisbane in Queensland. Electronic Livestock Identification is a rural business which needs to be close to its clients, this is the reason to position our presence in Australia in this region" says Tim Scott, Sales & Marketing Manager Livestock Identification in Australia. "Our clients appreciate us being present here with our production/finishing capacity, our logistics and also our service and support staff. We speak the language of our clients, the Australian farmers, who are the first to apply livestock tracing and tracking based on RFID."  DATAMARS enters into the most advanced market in this field with a strong and proven product and service portfolio. "Not only did we establish our subsidiary in Australia, but we delivered first products to clients only weeks after the founding. This shows the strength of our company with over 20 years of international experience in the RFID business" adds Tim.  "The opening of this facility underlines our strategy to be a truly international and leading company in all our business segments", says 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.   |  |  | | --- | --- | | **For further information, please contact:** |  | | Franz Schoepf Corporate Communications Datamars Via ai Prati CH-6930 Bedano-Lugano - Switzerland Tel: +41 91 935 73 94 Fax: +41 91 945 03 30 [franz.schoepf@datamars.com](mailto:franz.schoepf@datamars.com) [www.datamars.com](http://datamars.com/) |  | |