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| **Datamars wins major public Livestock Identification Tenders in Spain**

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| *Lugano, Switzerland, July 2010* - Datamars, a leading global supplier of high performance RFID-based solutions announced that it has won several public tenders for livestock identification devices in Spain. During the first months after the acquisition of Rumitag (see prior press release), DATAMARS made significant progress in integrating the Livestock Identification (LID) business and won several major public tenders for RFID boluses and ear tags in Spain. This shows not only that DATAMARS successfully integrated the Rumitag business, but also benefits from its strong position in electronic identification and from the new European legislation concerning the mandatory electronic identification of sheep and goats in the EU (Regulation (EC) No 21/2004)."It is with pleasure that I see the confidence of the clients in the DATAMARS products and services. This is not only with the Rumitag clients, but also with new clients that rely on the strong product portfolio of Datamars" said Kilian Romero Pijoan, International Sales Manager Livestock ID, "In a fast growing market like electronic Livestock Identification, the fact that DATAMARS and Rumitag form a much stronger international player now is appreciated not only by public authorities, but also by private clients around the world". |

**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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