



**PRESS RELEASE**

## **Datamars Announces Acquisition of Assets of Runitag**

*Lugano, Switzerland, June 16<sup>th</sup> 2009* – Datamars, a leading global supplier of high performance RFID-based solutions announced today that it has reached an agreement with the administrators of Runitag S.L. to purchase a majority of assets of Runitag including patents, products and production lines. Datamars will continue to provide the full product portfolio of Runitag for livestock identification and will expand its RFID business into this sector internationally.

“This acquisition represents our entry into the livestock identification market with a superior portfolio of products that have been proven in the market for many years” said Klaus Ackerstaff, CEO of Datamars, “We can rely on an established distribution network of industry professionals that join Datamars. Together with our market leading position, our technological know how and international presence in Textile- and Companion Animal Identification we will be able to continue to equally serve the clients and distributors of Runitag and expand this business further in the coming years to establish a third strong vertical for Datamars.”

The recent legislation in the EU which makes electronic identification mandatory for sheep and goats starting in 2010 presents an excellent opportunity for Datamars to grow this business.

“We will take care now to integrate this business into our company leveraging our research and development expertise, our production capacity in Thailand and our international presence in many markets with local sales and service personnel” said 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 companion 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

# DATA MARS

## *PRESS RELEASE*

in each of its target markets. Datamars employs more than 160 employees globally with offices in Europe, Asia, and the Americas.

### **About Rumitag**

Since 1989 Rumitag has been developing and implementing electronic animal identification systems using RFID for livestock animals. Rumitag successfully sold livestock identification systems internationally and has a large network of distribution partners. Rumitag also pioneered some of the markets and technologies in the livestock identification industry and is considered a leading best of breed supplier. Rumitag went into administration early in 2009 mainly due to the economic/credit crisis.

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:media@datamars.com)  
[www.datamars.com](http://www.datamars.com)