

## PRESS RELEASE

### **Klaus Ackerstaff appointed new CEO of Datamars as of January 1st 2007**

**Lugano, Switzerland, January 2nd, 2007** --Datamars SA, a leader of identification solutions based on RFID technology for the companion animal identification and textile rental industry, announced today that its Board of Directors has appointed Dr. Klaus Ackerstaff as CEO from January 1<sup>st</sup> 2007 on. Parvis Hassan Zade, the founder, chairman and former CEO of Datamars remains chairman of the Board of directors and hands over operational leadership of the company to Klaus, who joined the company in 2006 as COO. Klaus has been leading operations since May 2006.

Klaus brings a wealth of expertise to Datamars, he has a degree in Physics and has been CTO, COO and CEO of international private and publicly traded technology and communications companies. Apart from his technology background, he has led international expansions, mergers and acquisitions and he has experience with large multinational clients. Klaus will continue to drive the expansion and growth of Datamars.

Datamars SA was founded in 1988 and develops innovative identification solutions based on RFID transponders, corresponding readers and antennae that it designs and produces at its headquarters in Lugano, Switzerland. The company currently employs over 110 people in Switzerland, Thailand and the USA, and has grown profitably in the last three years at an annual rate of close to 30%.

"I am delighted to take leadership of the company during this important moment. The company is perfectly positioned to take advantage of the growing RFID market and has a leadership position in its two verticals." said Klaus Ackerstaff.

"We believe that Klaus will continue to drive the success story of Datamars and lead further expansion into new markets. I am looking forward to working together with Klaus and will support him actively. In my new role I will concentrate on researching and evaluating future strategic options for the company and will provide support to Klaus and the management team," said Parvis Hassan-Zade, Chairman of the Datamars group.

#### **About Datamars**

Datamars is a leader in providing high quality low cost solutions based on proprietary technology in two vertical markets: companion animal identification and the textile garment market in which it has an installed base of over 650 laundry plants in more than 20 countries. The company was founded in 1988 and is based in Bedano (near Lugano), Switzerland. For more information visit [www.datamars.com](http://www.datamars.com).

Contacts:

***Klaus Ackerstaff***  
***Datamars SA***

***Tel: +41 (91) 935 73 80***  
***contact@datamars.com***