

Pharmaceutical Brand Protection Project

27 July 2010

DataDot Technology Limited (ASX: DDT) is pleased to announce that its joint venture DataTraceDNA Pty. Ltd. (DataTrace P/L) has been selected by a world – leading European pharmaceutical company to authenticate the entire production volume of one of its most successful drug products.

A five year contract has now been signed by both parties. Final production testing is underway in Europe currently with full implementation expected before the end of 2010. This marks the conclusion of a two year process during which DataTrace P/L was required to submit to the most rigorous testing and due diligence program which culminated in being chosen ahead of competing technologies.

The DataTraceDNA® solution was chosen because of its high security, durability, flexibility of application and ability to be future proof against any sophisticated counterfeit attack. The forensic signatures being applied to packaging are invisible and can only be identified using our portable digital reader, “The Authenticator”.

DataTrace P/L is a 50/50 joint venture between DDT and the CSIRO. Greg Twemlow, General Manager of DataTrace P/L, said "DataTrace P/L is operating in a very competitive global market and this contract is solid proof that we have in our DataTraceDNA® product a world-class technology that has important advantages in certain fields. This contract demonstrates our capability to work in diverse industries by providing strategic solutions to the protection of brand and intellectual property the counterfeiting of which is a growing global business challenge.”

The market for Brand Protection solutions in the Pharmaceutical industry is growing rapidly due to the expansion of counterfeit drug production which in some countries has reached alarming levels.

About DataTraceDNA

DataTraceDNA Pty. Ltd. (DataTrace P/L) is in a 50/50 joint venture with the CSIRO and DDT. DataTrace P/L offers a groundbreaking approach to counterfeit security protection through microtechnology, called DataTraceDNA®, a technology that is invisibly embedded within the molecular structure of a manufactured product. DataDot Technology Ltd is listed on the Australian Stock Exchange under the code “DDT”. The Commonwealth Scientific and Industrial Research Organisation (CSIRO) owned by the Australian Federal Government, is one of the top ranked research institutions in the world and is a leader in the rapidly growing field of nanotechnology. The technologies are supported by DDT’s worldwide verification database.

For more information, press only:

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