

PRESS CONTACT:

Sarah Ryser  
S&S Public Relations  
847 / 955-0700, ext. 9318  
[sryser@sspr.com](mailto:sryser@sspr.com)



**DATADOT™ MICRO-IDENTIFIER PRODUCTS  
TO MAKE APPEARANCE ON CBS-TV'S "CSI: NY"**

*Grain-Sized Identification and Theft Deterrent Technology  
Will Appear as Part of Wednesday, March 22 Episode*

**REDMOND, WA — (Thursday 16<sup>th</sup> March 2006)** — DataDot Technology USA, the exclusive maker of DataDot™ asset identification and theft deterrent products, today announced that its signature DataDot microdot technology will appear as part of an episode the CBS network hit series CSI: NY on Wednesday, March 22, 2006. The episode airs at 10PM ET/PT.

CSI: NY, the third series in the CSI (Crime Scene Investigation) franchise, is one of network television's most successful primetime series. The drama, which stars Gary Sinise along with co-stars Melina Kanakaredes, Eddie Cahill, Carmine Giovinazzo, Hill Harper and Anna Belknap, tells the story of a crack team of New York City Crime Lab specialists who use the latest investigative techniques and technology to solve complex criminal cases.

Earlier this year, CSI: NY's award-winning team of writers expressed their interest in using DataDot technology as part of an upcoming CSI: NY episode. DataDots are grain-sized polyester discs that can permanently identify automobiles, vehicle parts, computers, electronic devices, collectables and a wide range of other valuable possessions. When applied in multiple visible and/or hidden locations on the object, DataDots become essentially a personal asset DNA that forever links the item with its owner.

Using a laser-etching process, DataDot discs are pre-marked with any kind of unique microscopic information, from vehicle identification codes or computer-generated PINs to serial numbers. The microdots are then applied to the object using a special adhesive that is visible under ultraviolet (UV) light. After the dots are registered on DataDot USA's secure Web site, they can be used to establish rightful ownership.

DataDots have been proven to measurably reduce theft of valuables. Measured research, for example, has proven that DataDot ID programs reduce professional auto theft by up to 73%. Police departments around the world are currently recommending DataDots technology; in addition, several of the world's largest automakers also using DataDots as a way to ensure identification of vehicles and their high-value constituent parts.

"CSI: NY, along with the entire CSI television franchise, is famous for its use of cutting edge technology. We're very excited that DataDots can be associated with this highly-visible franchise," said Stuart Cutler, President of Distribution/Operations for DataDot Technology USA. "The March 22 episode will expose millions of viewers, both in the U.S. and eventually in the dozens of other countries where CSI: NY is shown, to the unique benefits of the DataDot identification and theft deterrent system."

In 2005, DataDot products were also featured in the television program To Catch A Thief. For more information about DataDots or to purchase DataDots please visit [www.datadotusa.com](http://www.datadotusa.com) or call 800 546-4454.

more -

**DataDot™ Micro-Identifier Products To Make Appearance On CBS-TV's "CSI: NY"—  
Page 2**

***About DataDot Technology USA:***

*DataDot Technology USA is a unit of the DataDot Technology group of companies, world leaders in asset identification. Based in Redmond, Washington, DataDot Technology USA manufactures and distributes DataDot, DataLabel and other identification technologies which incorporate state-of-the-art, microscopic and multi-character information on particles about the size of a grain of sand. DataDot technologies have been endorsed by police departments and insurance companies around the world and are currently used by many global vehicle manufacturers. The DataDot Technology group of companies is listed on the Australian Stock Exchange. To learn more about DataDots, including distribution and independent sales opportunities, call 800-546-4454 or visit [www.datadotusa.com](http://www.datadotusa.com).*

###