



DataDot Technology Limited

ABN 54 901 908 726

Stock Exchange Announcement

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NEW PRODUCT DEVELOPMENT - DataTracedNA

The Directors of DataDot Technology Limited (ASX: DDT) announce a significant milestone in new product development.

It was previously announced in the company's IPO prospectus that DDT and the CSIRO had entered into a Research Agreement for the joint development of new generation identifiers.

It is now announced that a provisional patent application has been lodged for a new generation identifier of products and materials. The identifier, DataTracedNA, is not an extension of the current DataDotDNA laser-etching technology but an entirely different technology based on adding unique luminescent microparticles to products and materials. DataTracedNA will be used in process and logistics control, inventory control, quality control, pollution control and for establishing the authenticity of products and materials.

The Chief Executive Officer of DDT, Mr Ian Allen, said that the revenue potential for DataTracedNA is substantial. "Just in the area of detecting counterfeit products, which is only one of the uses of DataTracedNA, we know from the OECD Report *The Economic Impact of Counterfeiting* and the Report of the Union des Fabricants *Counterfeiting and Organised Crime*, that industrial and commercial counterfeiting costs billions of dollars, represents 5% to 7% of world trade and is growing at 10% to 15% annually. We believe that DataDot Technology and the CSIRO have jointly developed a product that can make significant inroads into those numbers because DataTracedNA will detect counterfeit products simply and affordably. The benefits are substantial: corporations will benefit from protection of their brands and products; consumers will benefit from added protection against shoddy and harmful brand substitutes; and governments will benefit from reduced tax evasion. The only ones who won't benefit are criminals and counterfeiters!"

Under the terms of the DDT-CSIRO Agreement, DDT has a perpetual, world-wide, exclusive licence to exploit this new DataTracedNA technology across commercial applications.

Over recent months DDT and the CSIRO have conducted rigorous laboratory and field tests of the new technology in a wide range of applications, including cement, concrete,



explosives, timber, plastics, paint and adhesives. DDT has also identified commercial applications that have attracted the interest of major international companies.

DDT now intends to move rapidly to realise the commercial potential of the new technology.

Directors will make further specific announcements as details become available.

About DataDot Technology Limited (DDT)

DDT is a leading asset identification company, with expanding global operations. DDT has invented, patented and commercialised an asset identification technology which provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves.

The DataDotDNA technology has gained acceptance around the world and is currently sold in Australia, UK/Europe, USA, Canada, South Africa, Indonesia, Taiwan, Thailand, Hong Kong, China, New Zealand, Russia and Poland. DataDotDNA customers include a number of major vehicle suppliers in various regions including Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Isuzu, Avis, Techmashimport, Mitsubishi and VW.

For further information please contact:

Mr Ian Allen
Chief Executive Officer
DataDot Technology Limited
Phone: 612 9975 4777
Fax: 612 9975 4700
Web: www.datadotdna.com