



PRESS RELEASE.

June 15th, 2005.

DATADOT SALES COMMENCE IN MEXICO.

DataDot Mexico announced today that they have entered into a formal agreement with Analtas and Asasores of Mexico City, to offer the DataDot Spray System to their Insurance and Auto Dealership clientele.

Analtas and Asasores offer a wide range of insurance products, and provide marketing services throughout the Mexico Republic.

Mexico has a high auto theft rate with stolen cars being re-birthed for entry in the USA, Canada, Central and South America. The DataDot database will be accessible by auto theft investigators in Mexico and all of those countries.

DataDot Mexico has been working closely with CESVI – an auto testing organization owned by insurance companies, and the product has received a Category 1 classification as a vehicle theft recovery system.

DataDot Mexico has been active in training agents of the insurance industry owned auto theft investigating unit OCRA (Oficina Coordinadora de Riesgos Asegurados S.C.), law enforcement officers, AFI (Agencia Federal de Investigacion) agents, PGR (Procuraduria General de la Republica) officers, PJDF (Polica Judicial del Distrito Federal) officers and supplied them with the applicable tools to locate and read the DataDot numbers.

DataDot Mexico's President – Rohan Claringbold said, "our business plan called for targeting high theft countries where insurance companies, auto manufacturers and the population generally, are motivated to fight that situation. DataDots acceptance as an economical tool in this fight has been overwhelming, particularly with insurance companies. We are expecting strong revenues out of Mexico over the next 12 months with initial orders received during June".

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