



# DataDot Technology Limited

ABN 54 901 908 726

## Stock Exchange Announcement

February 16, 2006

### US DISTRIBUTION DEAL WITH BEACON INDUSTRIES

DataDot Technology Ltd (DDT), in association with its dedicated automotive aftermarket distributor in the US, DataDot Dealer Services, is pleased to announce the launch of a major distribution contract with leading US provider of after-market automotive products, Beacon Industries Worldwide (Beacon).

Founded in 1998 to develop and market Vehicle Theft Protection programs, Beacon has established itself as one of the leading providers of etch and gap based products in the United States. Beacon presently administers to over 200 agents and 3,000 dealers from its head office in Fort Lauderdale, Florida.

Under this program, DDT and Beacon have developed a specially branded identification program comprising DataDotDNA, national registration, and a private label theft warranty program provided by Premier Dealer Services. The new product offering will be launched to Beacon agents and dealers during February-March 2006.

In association with DataDot Dealer Services, DDT continues to work with major dealer groups such as Beacon in developing programs aimed at improving theft deterrence for customers and offering new, profitable product offerings to major dealer groups across the country. DataDot Technology and Beacon Industries have also agreed to work together to further extend the DataDotDNA product offering into related automotive and powersports product channels in the United States.

"The strategic partnership and product launch with Beacon Industries marks another vital step in the expansion of the DataDot program in the United States while offering state of the art identification technology to customers of Beacon," said Ian Allen, CEO of DataDot Technology Ltd.

DataDotDNA has been used by vehicle manufacturers in Australia, Taiwan, the UK, Russia, and the US over recent years, resulting in dramatic reductions in vehicle theft. Within the United States and Canada, DataDot has been successful in signing major distribution contracts with companies like Lexus, Nissan, LAR and now Beacon Industries. In partnership



with these major organizations, the benefits of the DataDot system continue to expand across North America.

## **About DataDot Technology Limited (DDT)**

DDT is a leading asset identification company, with expanding global operations. DDT has invented, patented and commercialised DataDotDNA, an asset identification technology that provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves. In partnership with the CSIRO, DDT has also developed and is commercialising DataTracedNA, a unique luminescent marker for bulk materials.

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 Audi, Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Isuzu, Avis, Mitsubishi, Toyota 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](http://www.datadotdna.com)