

## DDT CEO is Entrepreneur of the Year Finalist Monday 7<sup>th</sup> February 2005



DataDot Technology Ltd CEO Ian Allen has been chosen as one of the regional finalists who will participate in the 2005 Entrepreneur Of The Year awards.

As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates entrepreneurs who build and lead successful and dynamic businesses, recognising them through regional, national and global award programs in over 100 cities and more than 40 countries.

The international recognition of the awards positions winners as world-class entrepreneurs and provides a benchmark for entrepreneurial excellence.

Mr Allen is one of 89 participants to reach the regional finals, Australia-wide, and one of 15 regional finalists for the Eastern region of New South Wales and the Australian Capital Territory.

"I am honoured to be included in such a respected and inspiring group. Winners of the award are much-admired leaders in their industries and are important role models," Mr Allen said.

In announcing the regional finalists for 2005, Bill Delves, National Leader, Entrepreneurial Growth Markets, Ernst & Young revealed, "The 2005 Entrepreneur Of The Year finalists across Australia represent an extraordinary group of individuals with a diverse range of entrepreneurial talent. One can't help but be inspired by their vision, determination and leadership."

Mr Allen is the joint founder of DataDot Technology Ltd (DDT) and is responsible for the commercialisation of DataDot technologies around the world. Ian has over 30 years experience in the management of businesses in Australia, primarily in the insurance field.

DDT produces a range of identification technology, providing theft, counterfeit and tracing and process control solutions to the commercial, business and industrial sectors.

The company's client base included the Australian operation of car manufacturers BMW, Subaru, Audi, Porsche, Holden Special Vehicles and Ford Performance Vehicles.

The company made a successful debut on the Australian Stock Market on the 12<sup>th</sup> January 2005.

### **About the Entrepreneur Of The Year award program**

Launched in 2001, the Australian Entrepreneur Of The Year award program is conducted in five regions with regional winners progressing to the national awards. Selected by independent regional and national judging panels, entrepreneurs are recognized in a number of award categories, with the



overall Australian Entrepreneur Of The Year going on to represent Australia at Ernst & Young World Entrepreneur Of The Year held annually in Monte Carlo.

Past Australian winners include Peter Farrell of ResMed Limited (2001), John Rothwell AO of Austal Limited (2002), David Bussau AM of Opportunity International (2003) and Robert Gerard AO of Gerard Corporation (2004).

First established in 1986 in the US, international Entrepreneur Of Year award winners have included Scott McNealy, Sun Microsystems (1987), Michael Dell, Dell Computer (1989); Howard Schultz, Starbucks (1991); Jeff Bezos, Amazon.com (1997); Eddie Jordan, Jordan Grand Prix (2000); and Narayana Murthy, Infosys Technologies (2003).

The program is founded and produced by Ernst & Young and in Australia is sponsored by the Australian Stock Exchange, Westpac Business Bank and Qantas. The program is also supported by AusIndustry.

**For further information or to arrange an interview please contact:  
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