



DataDot Technology Limited

ACN 091 908 726

Stock Exchange Announcement

14 December, 2005

LAUNCH OF PATENTED PERSONAL

DATADOTDNA SPRAY APPLICATOR

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that today the Company has launched a personal DataDotDNA spray applicator developed for the retail market.

The personal DataDotDNA spray applicator is a portable pressure pack that allows consumers to use DataDot's patented asset marking technology to uniquely identify and protect any personal asset.

Each pressure pack contains between 5,000 and 10,000 individual DataDotDNA, depending on the size of the can. The DataDotDNA can be easily applied by owners to valuable assets in the home such as computers, stereo systems, television sets, cars, boats and motor bikes. Each spray kit contains DataDotDNA stickers that can be applied to homes to alert thieves that assets in the home are protected by the system.

Each DataDotDNA pressure pack spray applicator carries a unique PIN identification number. After purchase the consumer registers this PIN number via the internet from anywhere around the world on the secure DataDot international database. This database is maintained by the company in Australia.

In the event of the theft of property to which DataDotDNA has been applied, the owner simply reports the PIN number to the local law enforcement agencies. If the goods are recovered their identity can be confirmed with certainty, successful prosecutions can be more easily secured against the thieves and the property can be returned to its rightful owner.

Mr Ian Allen, CEO of DDT said "the launch of the personal spray applicator is a major development because it provides an improved, simple do-it-yourself application of DataDotDNA to the consumer market. We are already working with insurers and auto clubs to



provide these DataDotDNA pressure packs to their customers and members, which will open a substantial market segment for the company's flagship product. On current estimates we expect sales of 100,000 units of pressure pack applicators at an average price of A\$30.00 in Australia, the USA and Europe in 2006."

About DataDot Technology Limited (DDT)

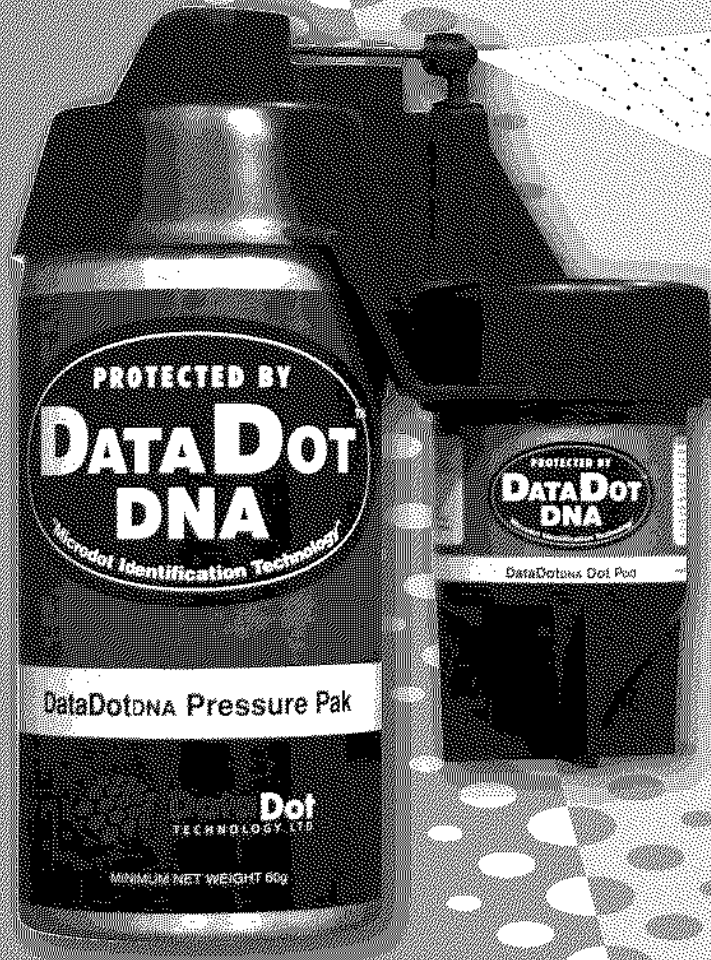
DDT is a leading asset identification company, with expanding global operations. DDT has invented, patented and commercialised DataDotDNA, an asset identification technology that provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to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

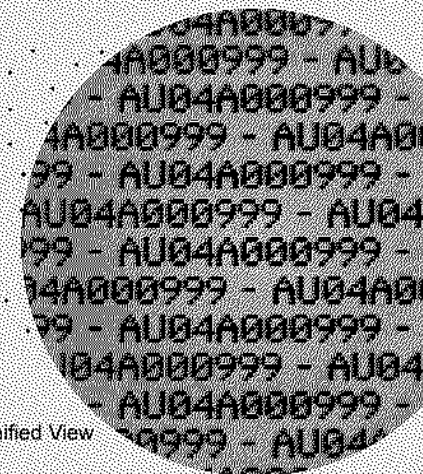
Mr Ian Allen
Chief Executive Officer
DataDot Technology Limited
Phone: +612 9975 4777
Fax: +612 9975 4700
Web: www.datadotdna.com

DNA For Your Vehicle



Actual Size

Magnified View



Protect against professional theft

Supported by Police & Insurers

Autosaver Customer Assistance



\$1000 Theft Excess Offer
*conditions apply