



DataDot Technology Limited

ACN 091 908 726

Stock Exchange Announcement

8 February, 2005

DATADOT EXPANDS INTO INDIA, BANGLADESH, PAKISTAN AND SRI LANKA

The Directors of Datadot Technology Limited ("DataDot") are pleased to announce that the Company has expanded the market for DataDot security products into India, Bangladesh, Pakistan and Sri Lanka.

DataDot has entered into an exclusive distribution agreement with Omish Auto Systems of India. The agreement covers India, Bangladesh, Pakistan and Sri Lanka. The term of the agreement is 10 years. Under the agreement, Omish has paid an upfront licence fee to DataDot and will buy security products directly from DataDot and then re-sell into the market.

Omish Auto Systems Pte. Limited is a member of the Omish Group of companies which operate a large gas dealer distribution network for gas-powered vehicles within India.

Omish Auto Systems Pte. Limited manufactures and distributes, on behalf of the Indian Government, high security registration number plates for classified vehicles.

The Indian market represents an attractive growth opportunity for DataDot. There are approximately 700,000 new cars and 1,000,000 new motor bikes and scooters sold in India every year. Currently there is no form of asset-based passive security system such as DataDots offered in the country.

The Chief Executive Officer of DataDot, Mr Ian Allen said "The Indian distribution agreement is a significant strategic agreement for DataDot. This is a large market which is experiencing strong growth. We expect to achieve significant sales of DataDots in India as awareness of the theft-deterrent benefits of our technology grows."



About DataDot Technology Limited

DataDot is one of the world's leading asset identification companies, with expanding global operations. DataDot has invented, patented and commercialized an asset identification technology which provides greater asset security, proves authenticity of product, assists in proving ownership, and acts as a deterrent to thieves.

Datadots are tiny microdots, each about the size of a grain of sand, with multiple lines of laser-etched information detailing an asset's main identifier. Thousands of DataDots can be applied to the surface of an object. DataDots can then be detected with a UV light and read with a magnifier.

The DataDot 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 and Russia. DataDot customers include a number of major vehicle suppliers including Nissan, BMW, Subaru, Ford Performance Vehicles, Porsche, Holden Special Vehicles, Isuzu, Avis, Techmashimport, Mitsubishi and VW.

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