



DataDot Technology Limited

ABN 54 901 908 726

Stock Exchange Announcement

August 3, 2005

Lexus – DataDot USA Launch HID Anti-Theft Program

The Directors of DataDot Technology Limited announce a significant supply contract with Lexus USA.

As part of Lexus's constant efforts to provide the best in customer satisfaction and vehicle quality, Lexus will implement a product enhancement incorporating DataDotDNA and a new headlight securing device to be made available for select Lexus vehicles equipped with the High-Intensity-Discharge (HID) headlight option.

In recent months, Lexus has received reports in certain areas of the North-Eastern United States of a high incidence of HID headlight theft on Lexus RX330 and RX300 vehicles. The HID headlights use an advanced technology Xenon lighting system that has been targeted by criminals in some major metropolitan areas in New York and New Jersey.

In an attempt to reduce theft on RX models, Lexus has developed a program to assist customers and law enforcement agencies. This program will incorporate new HID headlight securing devices and DataDotDNA identification technology which will be applied to the headlights and vehicle. DataDotDNA are a unique microdot based identifying process linked to the Vehicle Identification Number and nationally registered for law enforcement access for the life of the vehicle. Not only should this help track thefts, but also help in the prosecution of those who are caught with Lexus customer property.

DataDot Technology's CEO, Mr. Ian Allen, congratulated Lexus for taking this initiative and incorporating the latest technology in component marking. DataDotDNA is being used by auto manufacturers in Australia, United Kingdom, New Zealand, Taiwan, Indonesia, Russia, South Africa and the U.S., resulting in dramatic reductions in auto theft. Within the United States and Canada, DataDot Technology continues to work with manufacturers in component marking programs, while also supporting an aftermarket program with major dealer groups.

It is important to understand that while no program will eliminate auto-related crime, Lexus, DataDot Technology and local law enforcement agencies believe these steps should help reduce theft and catch those who are responsible.



About DataDot Technology Limited (DDT)

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

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.

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