



DataDot Technology Limited

ABN 54 901 908 726

Stock Exchange Announcement

13 September, 2005

Lotus Adds DataDot Security To All Models in Australia and New Zealand

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that Lotus has adopted the DataDot microdot security identification for its entire vehicle range in Australia and New Zealand. The decision applies to all models sold from September 2005.

The Chief Executive Officer of DataDot, Mr Ian Allan said: "The decision by Lotus to apply DataDotDNA to all models is a further important step in the company's expansion throughout the vehicle market both in Australia and overseas."

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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