



DataDot Technology Limited

ACN 091 908 726

Stock Exchange Announcement

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The following press release has been issued by DataDot Technology Ltd.

AUSTRALIAN TECHNOLOGY - DATADOTDNA™ MAKES CAMEO APPEARANCE ON CBS-TV'S “CSI: NY”

SYDNEY, Australia — (22 March 2006) — DataDot Technology USA, a wholly owned subsidiary of Australian listed company DataDot Technology Ltd, today announced that its signature DataDotDNA microdot technology appeared in an episode of the CBS network hit series CSI: NY on Wednesday, March 22, 2006. The episode will be shown in Australia in June/July.

CSI: NY, the third series in the CSI (Crime Scene Investigation) franchise, is one of network television's most successful primetime series. The drama tells the story of a crack team of New York City Crime Lab specialists who use the latest investigative techniques and technology to solve complex criminal cases.

DataDot Technology CEO, Mr. Ian Allen, said today “This recognition of our Australian developed technology is an illustration of how the ‘DataDotDNA’ word is spreading internationally. CSI writers noted the positive publicity in the U.S., regarding the successes that both Nissan North America and Toyota Motor Sales USA have had in reducing component theft, since their adoption of DataDotDNA on some models”.

Earlier this year, CSI: NY's award-winning team of writers expressed their interest in using DataDot technology as part of an upcoming CSI: NY episode. DataDots are grain-sized polyester discs that can permanently identify automobiles, vehicle parts, computers, electronic devices, collectables and a wide range of other valuable possessions.



Using a laser-etching process, DataDotDNA discs are pre-marked with any kind of unique microscopic information, from vehicle identification numbers (VINs) or computer-generated PINs linked to primary identifiers – VINs, serial numbers, etc.

DataDots have been proven to measurably reduce theft of valuables. Measured research, for example, has proven that DataDotDNA programs reduce professional auto theft by up to 93%. Police departments around the world are currently recommending DataDots technology; in addition, 14 of the world's major vehicle manufacturers are using DataDots as a way to ensure identification of vehicles and their high-value component parts. The first government to legislate in support of 'whole-of-vehicle-marking' is New Zealand, and their legislation is expected to be in force by early 2007.

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, Hong Kong, China, New Zealand, Russia, Romania, 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, Mitsubishi, Toyota and Honda.

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