



DataDot Technology Limited

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Securities Exchange Announcement

28th March 2012

Carole Nash DNA+ Marking Kit for Motorcycles

The Directors of DataDot Technology Limited (ASX:DDT) announce that Carole Nash, the leading motorcycle insurance broker in the UK, has introduced a free security motor cycle marking kit as a standard benefit with all new and renewed road and off-road policies.

The Carole Nash DNA+ forensic protection system has been developed by DataDot Technology (UK) Limited using the DataDotDNA to create a unique identity for each motorcycle and its parts.

Full implementation of DNA+ across the insured motorcycle fleet follows a successful trial in which 15,000 Carole Nash customers applied DNA+ to their motorcycles in 2011.

It comes at a time of growing concern within the motorcycle community with the extent and cost of theft. *Motorcycle News*, the world's leading motorcycle publication, said of the Carole Nash initiative: "Security systems like DNA+ create for the first time a way of linking dozens of individual parts to the owner. This helps the police identify them as stolen parts and catch the thieves trading in them. The Carole Nash DNA+ scheme is an excellent step in the right direction towards the reduction of motorcycle theft".

DDT Executive Chairman Bruce Rathie said that the Carole Nash agreement is an important breakthrough into a high theft market. "We not only expect Carole Nash to generate material levels of revenue in its own right but also to provide a significant platform for extension into the wider motorcycle market."

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