



DataDot Technology Limited

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Securities Exchange Announcement

16th October 2012

National Innovative Security Award for Subaru Chile

The Directors of DataDot Technology Limited (ASX:DDT) proudly announce that Subaru Chile has received the Chilean Government's award as the enterprise with the most innovative security program in 2012.

The award was conferred in recognition of Subaru Chile's "Total Protection Program", launched in December 2010.

Under the Total Protection Program each Subaru vehicle has been fitted with 7,000 DataDotDNA to deter professional criminal theft and an engine immobiliser to impede opportunistic theft.

As a direct result, there has been a substantial and sustained decline in the theft of Subaru cars. In 2012 the monthly Subaru theft rate has been 31% lower than the monthly theft rate in each of the four years before the Total Protection Program was launched.

Furthermore, Subaru was the only car brand in Chile for which actual theft numbers were lower in 2012 than 2011.

Mr Roberto Delgado, Head of Subaru Chile, said: "Every new Subaru since December 2010 has been uniquely marked with DataDotDNA, which acts as an important theft deterrent."

All Subaru models in Australia are fitted with DataDotDNA.

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