

DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

24 April 2013

Launch of CopDots in USA

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce the US launch of CopDots™ by DataDot Security Solutions Inc., the joint venture company formed by wholly-owned subsidiary DataDot Technology USA Inc. and DataDot Dealer Services LLC of Charlotte NC. The product was formally launched on Tuesday 23rd April in Melbourne, Florida by Chief Doug Muldoon, Chief of Palm Bay Police Department Florida and President of the Federal Bureau of Investigation National Academy Associates.

CopDots™ will retail to the consumer through Lowes Home Improvement Stores (41 in Central Florida initially) at US\$29.95.

The CopDots™ personal property protection program will deliver the proven theft deterrent properties of DataDotDNA to the large US consumer market. It comprises:

- an easy-to-use pen applicator for applying CopDots™ to personal and household property;
- unique CopDots™ identifiers in every individual pen applicator;
- secure database registration of property ownership details; and
- 24/7 police access to the ownership database.





Because every tiny CopDot™ in a single pen applicator carries the same identifier, which is unique to that pen, every CopDots™ pen uniquely identifies the property it marks. This allows the lawful ownership of property marked with any CopDots™ pen to be instantly verified.

Verification is simple and secure. Both the unique identifier in a CopDots™ pen and the name of the property owner who purchased that pen are entered into a secure database. Any property items marked with that same CopDots™ pen are recorded as property belonging to the purchaser of the pen. Law enforcement agencies have real time secure access to the database to search and confirm these ownership details.

National retail distribution of CopDots™ will be delivered under an exclusive agreement with Lowe's Home Improvement Stores, commencing in 41 Lowe's stores in central Florida next week. After an initial phase it is planned to expand distribution to all 128 Lowe's stores in Florida and then progressively beyond Florida into other States. There are 1,745 Lowe's Home Improvement Stores in the US.

More than 100 Police and Sheriff Departments in Florida are currently committed to promoting the CopDots™ personal property protection program. Doug Muldoon, Chief of Police of Palm Bay Police and President of FBI National Academy Associates, said at the product launch: "CopDots™ work just like DNA. This product will change the way law enforcement approaches property crime, which is typically the biggest crime statistic in most communities".

Other Chiefs of Police who attended the CopDots™ launch and pledged their support for the program included Chief Paul Rooney of Orlando Police Department and Brevard County Sheriff Wayne Ivey.

CopDots™ is endorsed by Uneighbors, the community-based organisation that connects individual homes and businesses on-line to their local police forces.

Bruce Rathie, Chairman of both DDT and DataDot Security Solutions Inc. said, "CopDots™ represents many months of market research, product development and partner selection to ensure success in what is the biggest but also the most challenging consumer market in the world. Partner selection has been critical. With very strong product support from law enforcement and our local community partners and with the distribution power of Lowe's Home Improvement Stores, we are confident that CopDots™ will meet a widespread consumer need in the US".

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