



DataDot Technology Limited

ABN 54 091 908 726

Securities Exchange Announcement

10 July 2014

Xcel Energy Adopts DataDot Metals Solution

The Directors of DataDot Technology Limited (ASX:DDT) are pleased to announce that Southwestern Public Service Company, an Xcel Energy company, has adopted DDT's metal theft solution to combat copper and other metal theft from its power grid in North Texas and Eastern New Mexico.

Southwestern Public Service Company is the Texas-New Mexico subsidiary of Xcel Energy Inc., (XEL) a major US electric and natural gas company operating in eight Midwestern and Western states. Xcel Energy is the largest supplier of wind power in the US, a substantial supplier of hydro and bio-mass generated electricity, and operator of two nuclear power plants.

In announcing the decision, Mr David Hudson, president and CEO of Southwestern Public Service Company said, "Copper theft from our substation and distribution facilities has reached epidemic levels and is costing the community dearly. Not only are power suppliers incurring direct financial loss and foregone revenue, but customers and the wider community are bearing all the consequential costs and even risks to safety caused by network disruption. Our decision to reduce industrial theft by marking its assets with DataDots reflects the company's determination to put criminals on notice and to provide safe and reliable services to our customers."

Mr Bruce Rathie, Executive Chairman of DDT, said that the decision by industry leader Xcel Energy is a major milestone in bringing the theft-reduction benefits of DataDots to the US Utility industry. This is part of DataDot's overall strategy to broaden the application of its products into the industrial space with utility, telecommunications and oil & gas companies particularly targeted where theft rates are high.

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