

PRESS RELEASE

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NEW WEB SITE HIGHLIGHTS BENEFITS OF RFID TECHNOLOGY

*www.discoverrfid.org Informs Consumers About How RFID
Can Help Save Lives, Save Money and Make Shopping Easier*

BRUSSELS and LAWRENCEVILLE, NJ — November 27, 2007— EPCglobal Inc, a global non-profit standards organisation for Electronic Product Codes and a subsidiary of GS1, today announced the launch of DiscoverRFID.org, the first global Web site designed exclusively to inform consumers about the use and benefits of Radio Frequency IDentification (RFID) and Electronic Product Code (EPC) technologies.

The intuitive and graphically-rich Web site communicates these benefits in an informative, entertaining and simple way, providing real-life examples of how RFID is improving everyday life. In a section called “Stay Healthy”, for example, www.discoverrfid.org explains how a hospital in Milan uses RFID to confirm that patients receive the correct blood products. Blood bags carry an RFID tag that is combined with a lock that will not open if the tag on the bag does not match an RFID tag worn by the patient. The RFID device also contains a temperature sensor that monitors and records the temperature outside the blood bag, allowing doctors and nurses to confirm that the blood has been stored properly.

The section also discusses how pharmaceutical manufacturers are beginning to use RFID to help prevent counterfeiting so that patients know their pills are safe to take.

Other topics covered on the site include how RFID: makes air, rail and road travel easier and safer; provides better shopping experiences for customers; monitors the quality and freshness of food, and helps ensure safety in the workplace.

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“DiscoverRFID.org was created as a resource designed to inform people about how RFID is making their lives better,” said Chris Adcock, President of EPCglobal Inc. “While RFID technology continues to advance and provide significant tangible benefits in today’s world, we’ve found that people are generally not aware of how the technology delivers these benefits to people in their everyday lives. As more industries adopt RFID, it is critical that consumers understand the technology and its benefits, as well as the tremendous potential for new applications that can help make their lives safer, more secure and easier in the future.”

About RFID and EPC

RFID stands for Radio Frequency Identification, and has been in use since the 1940’s. Today, RFID serves a variety of purposes and is found in everything from keyless car systems, toll passes and electronic payment systems. RFID tags combine a silicon chip and an antenna. The chip is a memory chip similar to what is found in electronic devices, such as computers and MP3 players, to store information. To get information from a tag, it is scanned electronically using radio frequency rather than with a beam of light as is done with bar codes. The reader emits a signal that activates the tag long enough for the tag to send identifying information to the reader.

The Electronic Product Code (EPC) was developed much more recently in an effort to help businesses identify items in the supply chain, automatically and in real time. EPC uses a numerical system for product identification that can be associated with specific product information, such as date of manufacture, origin, and other critical information.

Please visit www.discoverrfid.org for additional information.

About EPCglobal Inc:

EPCglobal Inc is a subsidiary of the global not-for-profit standards organization GS1, and supports the global adoption of the Electronic Product Code as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain. In the end, the business community is improving its operations through EPCglobal standards in order to be more efficient, flexible and responsive to consumer needs. For more information about EPCglobal please visit www.epcglobalinc.org